

FEB 7 1921

# AMERICAN ARTISAN and Hardware Record

Vol. 81. No. 6.

620 SOUTH MICHIGAN AVENUE, CHICAGO, FEBRUARY 5, 1921.

\$2.00 Per Year.

## Black Silk Stove Polish For Over Thirty-Five Years the most used stove polish



IT is a well established fact that time tests all things and that only the fittest survive.

This fact applied to Black Silk Stove Polish means much to you as a seller or user of stove polish. It is a stamp of approval as to the satisfaction it gives. It is a combined, authoritative testimonial of thousands of dealers and users regarding both its salability and merits.

### *We Guarantee Black Silk Stove Polish*

If it doesn't give the very best results it won't cost you or your customers one cent. We guarantee that it gives a black, silky, hard shine that lasts and that there "*is a shine in every drop*" the last drop included. It will not dry out, make dust, rust through the can or freeze in any climate.

Stove manufacturers can obtain Black Silk Stove Polish in barrels—for dealers' use we supply it in five pound cans and in domestic packages for retailers.

*Treat your stoves to a Black Silk shine.*

We also manufacture a complete line of Stove Polishes, Metal Polishes and Iron Enamels.

ORDER THROUGH YOUR JOBBER.

*Our complete illustrated catalog on request.*

*Write for it today.*

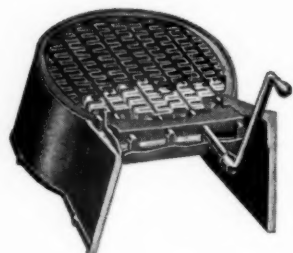
## BLACK SILK STOVE POLISH WORKS

STERLING, ILLINOIS

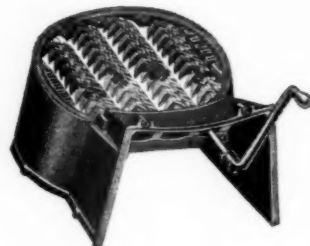


## The Safety Shaker Handle LOCK

Prevents removal of the Shaker Handle if grates are in any but normal position as shown by the second illustration to the right. This prevents grates being left in improper position so as to allow fuel to fall into the ashpit after shaking. Note the bosses cast onto the handle and the notches in the handle hole. These bosses run in grooved collars and thus stop the removal of the handle unless the grates are in an upright position.



Normal Position



Shaking Position



Dumping Position

## GILT EDGE Liberty Furnace

construction and design is steadily advancing in accordance with the best engineering practice. This in accordance with Gilt Edge policy to build a furnace that is not only highly efficient in operation, but embodies in its construction every safeguard for the protection of the owner, not only against cold, but against waste of fuel and cost of upkeep. The Safety Shaker Handle is only one of the many outstanding features of the Gilt Edge.



### Other Points

are—The anticlinker grate, the long fire travel radiator, the safety water pan, and others fully explained in the new Gilt Edge catalog.

**DEALERS**—The superiority of the Gilt Edge and the Co-operative selling plan make a Gilt Edge contract a valuable asset to your business. Send for catalog and dealers' plan today.

## R. J. Schwab & Sons Co.

285 Clinton Street

Milwaukee, Wis.

FOUNDED 1880  
BY  
DANIEL STERN  
Thoroughly Covers  
The Hardware, Stove,  
Sheet Metal, and Warm  
Air Heating and Venti-  
lating Interests

# AMERICAN ARTISAN and Hardware Record

Address all communications and  
remittances to  
AMERICAN ARTISAN  
AND  
HARDWARE RECORD  
620 South Michigan Avenue  
Chicago, Illinois

PUBLISHED EVERY SATURDAY BY ESTATE OF DANIEL STERN

TERMS OF SUBSCRIPTION IN THE UNITED STATES AND ITS POSSESSIONS (Invariably in Advance) ONE YEAR POSTAGE PAID \$2.00  
FOREIGN COUNTRIES ONE YEAR POSTAGE PAID \$4.00 CANADA ONE YEAR POSTAGE PAID \$3.00

Entered as Second-Class Matter June 25 1885 at the Post Office at Chicago, Illinois under Act of March 3rd 1879

Vol. 81. No. 6.

CHICAGO, FEBRUARY 5, 1921.

\$2.00 Per Year.

There is probably no other item on the market today which is so well known as Ivory Soap.

## A Change of Front.

The manufacturers of this every-day necessity have for years been heavy buyers of "consumer publicity," and have during these years spent practically nothing in the publications from which the distributors of Ivory Soap secure their information as to market conditions, improved selling methods and better conduct of their stores in general.

While these manufacturers did not use the expression which has been charged to the makers of a certain food product—"The retailer can go to —— for all we care; he has to carry our line whether there is any profit in it for him or not"—their attitude appeared to be the same. They "created" a demand, and the retailer had to buy their goods or lose many sales.

But Procter and Gamble have come to realize that there was a certain something lacking in their selling campaign, and that this something could be supplied only by making a liberal use of advertising space in the trade papers that cover their field—and so they have contracted for full page advertisements in the leading grocery trade publications, the series to run for twelve months as a starter.

When it comes to a real show-down, the manufacturer who isn't so blind to his own interests that he will not let himself be convinced by cold, clear facts, has to admit to himself—if to no one else—that in order to make certain of the maximum returns on his money paid out for selling costs, he must appropriate and use a certain percentage of that selling cost for a properly planned advertising campaign in such trade publications as reach the class of retailers through whom his product must reach the consumer.

American Artisan and Hardware Record

has for years been considered—and is so considered today—as one of the best edited and most progressive publications in its field.

Its circulation is national in scope and especially strong in the central and western states.

The character of its editorial matter is of the highest—with exceptionally well written and instructive leading articles and editorials.

The various departments, such as selling helps for the retailer of hardware stores and kindred lines; window displays; advertising hints; helps for the worker with tools; practical suggestions for the installer of heating and ventilating apparatus, are conducted by men who know their subject.

Its notes on market conditions are regarded as authoritative, and only in American Artisan and Hardware Record can be found a weekly revised list of Western wholesale price quotations covering the entire field. No other hardware publication furnishes this important service to retailers.

It is small wonder, therefore, that many manufacturers of articles that are sold in hardware and housefurnishings stores have for years been regular, consistent advertisers in American Artisan and Hardware Record, and that numerous manufacturers of tools and supplies used in sheet metal shops and by installers of warm air heating apparatus have found the advertising columns of American Artisan and Hardware Record so valuable an adjunct to their selling campaigns that they renew their contracts from year to year, in many cases without solicitation.

Service is the only basis upon which any institution or organization can be established and maintained.

American Artisan and Hardware Record has for forty years rendered useful and highly efficient service to its subscribers, and as a result of this service has built up a circula-



tion among progressive hardware dealers and sheet metal contractors in all lines, which no progressive manufacturer can afford to ignore in planning his selling and advertising campaigns, for these subscribers have great buying power, high credit standing and staunch loyalty toward the publication which is helping them to make their business more prosperous.

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Usually window advertising is associated with articles of average size, such as saws, hammers, cutlery, and the like. With regard to goods of these kinds, there is no question of the resultful effects of persistent window displays. Indeed, if one were to hang a black curtain over all the front windows of a store and have on the curtain merely the name of the proprietor and the kind of business which he transacts, it is safe to assert that he would not make one-third as many sales as he would if his windows were full of attractively displayed goods sharply visible to the attention of the passers-by. It would be an arduous task and probably a futile one to go in quest of a retailer who does not know the profit-bringing advantages of window advertising.

However, there are many dealers in warm air heaters who never give a thought to window advertising in connection with the sale of the products which they handle. That correctly planned window displays are a valuable aid in promoting the sales of warm air heaters has recently been demonstrated by Benoist Brothers, at Mount Vernon, Illinois.

Not long ago this firm installed a new store front including new show windows. In one of the windows a display was made of a furnace with accessories in such a manner as to give a clear idea of the installation in actual use.

Directly traceable to this window exhibit, Benoist Brothers sold fifteen warm air heaters the past fall. The customers of Benoist Brothers are not different from the customers of any other dealer and installer.

What influences one average set of people will have a like effect upon another group of prospective customers in a different community. Here is a practical example which can be followed with advantage by every

warm air heater dealer throughout the country who has at his disposal a window suitable for such a display.

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If you are not getting more than the equivalent of wages from your business, it is because you are a poor business man. Of course, it sounds harsh to say so. If there is something wrong with you, it is better for you to know it right away, so that you can remedy it.

#### **A Helpful Diagnosis**

The diagnosis of a poor business man, as given by Herman Dexter of the Firestone Fire and Rubber Company, is that he is invariably an easy-going buyer, slow pay, slow turnover, keeps books on a spindle, can not obtain bank credit, dodges creditors, and is a liability to the community.

The remedy is to become a careful buyer, to use good window displays, to install an accurate bookkeeping and cost-finding system, to collect accounts promptly, to pay bills when due, to advertise continuously, and to sell only reliable merchandise.

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In many parts of America the farm bureaus have a Home Demonstration Agent.

#### **A Source of Trade**

The work of this agent is to train women in all branches of domestic economy and thus lessen the burdens of farmers' wives and daughters. Incidentally, such training creates a demand for labor-saving devices in the home. This means increased sales of washing machines, vacuum cleaners, and the like.

To some extent, the plan is finding favor in the cities. Fort Dodge, Iowa, for example, has a City Home Demonstration Agent, with offices in the Commercial National Bank building where a bureau of information on problems pertaining to homemaking is maintained.

Hardware dealers should take an interest in this sort of work. Selling goods is a form of education. The more the people are taught to render their homes sanitary and comfortable the more they desire the things needed to put the teaching into effect. This means more sales of kitchen equipment, of paint, varnish, brushes, and scores of other articles carried in the stock of the hardware retailer.



## Random Notes and Sketches

By Sidney Arnold

H. A. Beaman of Indianapolis, Secretary The Jobbers' and Salesmen's Auxiliary to the Indiana Sheet Metal Contractors' Association, tells this story:

The station master, hearing a crash on the platform, rushed out of his room just in time to see the express that had just passed through disappearing around the curve and a disheveled young man sprawled out perfectly flat among a confusion of overturned milk cans and the scattered contents of his traveling bag.

"Was he trying to catch a train?" the station master asked of a small boy who stood by, admiring the scene.

"He did catch it," said the boy happily, "but it got away again!"

\* \* \*

It will be gratifying news to the many friends of H. F. Voshardt, President and Treasurer Friedley-Voshardt Company, Chicago, Illinois, that he is rapidly recovering from an illness of almost two months' duration.

\* \* \*

Here is a good one, related to me by Louis Hirsig, the newly elected President Wisconsin Retail Hardware Association:

A Belgian woman, who lost her husband in a railroad accident, received from the company \$2,000 by way of compensation.

Soon afterward she read of a traveler getting twice as much for the loss of a leg. She went to the company and protested that the difference was unfair.

"Madam," said the official, "the two awards are perfectly fair. Four thousand dollars won't provide the man with a new leg, but for \$2,000 you can easily get a new husband."

\* \* \*

Advertisements are sometimes misunderstood, says my friend, Paul E. Heller, of Heller Brothers Company, Newark, New Jersey. He cites the following instance:

Wearry Willie (reading)—"Man wanted to chop wood, bring up coal, tend furnace, take care of garden, mind chickens and children—"

Frayed Fagin (groaning)—"Gee! dem matrimonial advertisements make me tired."

\* \* \*

The Scotch people have many fine qualities, says my friend W. P. Cooke of Monroe Foundry and Furnace Company, Monroe, Michigan. He especially praises their national trait of thrift.

By way of example, he repeats this story:

After a salesman had sold a big order of goods to the Scotch buyer for a Detroit store, he sought to make the Scot a present of a box of cigars.

"I'm sorry I canna accept," the Scot said, "but there's a rule of the hoose that ye canna take presents from salesmen."

"Well," laughed the salesman, "I'll sell them to you for five cents then."

"That's different now," the canny buyer replied after taking a good sniff at the box. "I can buy my smokes anywhere I please. I'll take four boxes."

I am indebted for the subjoined smile-provoker to my friend C. L. Atwood, Advertising Manager Milwaukee Corrugating Company, Milwaukee, Wisconsin:

The young housewife, looking very pretty and workmanlike in a big green overall, was cleaning out the pantry cupboard.

"Dickie," she called to her young husband, who was smoking in the spick-and-span little drawing-room, "I want you to bring me a mouse-trap home tomorrow."

"But, angel," cried the young man. "I brought you one home only yesterday."

"I know, pet," called back the young bride, "but that one has a mouse in it."

\* \* \*

Ed H. Hoffield, Vice-president and General Manager of Ferdinand Dieckmann Company, Cincinnati, Ohio, contributes the following pleasant humor to my collection of whimsical treasures:

In one of the smaller cities in central France used by a division headquarters during the winter of 1918-1919 Alphonse, the barber, endeavored to learn to speak English. To this end he was diligently coached by numerous Yank dispatch-bearers, sergeant-majors and clerical workers, and Alphonse learned fast.

No less a personage than the commanding general of the division strode into the barber shop one day and demanded a shave in a hurry. Alphonse, who was tending a lowly enlisted customer, knew rank when he saw it and rose to the occasion.

"Sairtainlee, mon général," he replied, bowing with the French politeness. "Seet down, mon général, an' you be nex', you beeg steef."

The general waited.

\* \* \*

What's the use of living if you do not get any pleasure out of life? Nothing that you do during the course of the day is of any value unless it contributes to your happiness or makes others happy. Wealth, fame and power are like Dead Sea fruit that "turn to ashes on the lips," if they do not add to the joys of life. In America, our whole theory of government is based upon the idea that the instrumentalities of law and order are designed to protect us in the pursuit of happiness. No man is every truly successful in a business who does not understand what is meant by living. The poet Edgar A. Guest phrases these thoughts convincingly in the following verses:

### Living.

I wouldn't call it living to be always seeking gold,  
To bank all the present gladness for the days when I'll be old.

I wouldn't call it living to spend all my strength for fame,  
And forego the many pleasures which today are mine to claim.

I wouldn't for the splendor of the world set out to roam  
And forsake my laughing children and the peace I know at home.

Oh, the thing that I call living isn't gold or fame at all!  
It's fellowship and sunshine, and it's roses by the wall.  
It's evenings glad with music and a hearth-fire that's ablaze,  
And the joys which come to mortals in a thousand different ways.

It is laughter and contentment and the struggle for a goal;  
It is everything that's needful in the shaping of a soul.

# Up-to-the-Minute News Siftings

*Items of Interest to Dealers Gleaned from Many Fields.  
National and Local Business Plans, Problems, and Practices.*

## REPORTS BETTER SENTIMENT IN BUSINESS CIRCLES.

There is no longer any doubt of a very much improved sentiment in business circles according to the report of Hayden, Stone and Company of Boston, Massachusetts.

This is particularly true of cotton and leather. It is, indeed, a great relief to feel that no further losses are likely to be incurred, or that if there may be some further inventory write-offs to bring this item down to the current level, at least, the amount of these can now be quite definitely determined.

It is a still further satisfaction to feel that some definite basis has been reached on which it is possible to predicate future business; that once more it is reasonably safe to proceed with the manufacture of goods.

It is one thing, however, to feel that business may be resumed, and it is quite another to suppose that this will be done at any large margin of profit.

The fact is, that it is going to require the closest figuring to show any material earnings for some time to come.

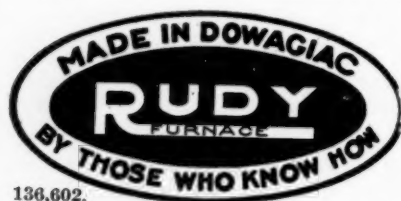
The purchasing-power of the country has been very much reduced. In the East, the wage cuts that were necessary if business were to be done at all have reduced not only the buying power of great masses of people, but have greatly diminished the inclination to spend.

In the agricultural sections, despite all talk of holding produce for higher prices, the decline in the price of cereals and livestock products is evidence that the inevitable law of economics is working out and that these are finding their way to market in greater volume.

The liquidation of this product will supply the farmer with the necessary funds to carry on his business, but the resulting drop in price is hardly likely to put him in the proper frame of mind to spend freely.

## Gets Registration for Stove and Furnace Trade-Mark.

The Rudy Furnace Company, Dowagiac, Michigan, have procured United States Patent Office registration,



136,602.

under number 136,602, for the trade-mark depicted herewith. The particular description of goods to which it is applied is coal and

wood stoves and furnaces. No claim is made to the words "Made in Dowagiac by Those Who Know How" and the word "Furnaces" apart from the mark

shown in the drawing. The Company claims use of this trade-mark since May 10, 1915.

## Shrinkage of Values Is Small Compared with Total Wealth.

"B. M. Anderson, economist of the Chase National Bank, in a statement issued on the question, 'Factors of Safety When Prices Drop,' says that the price decline, which has already taken place, has left the general credit system intact, and that no further price declines, which may be reasonably anticipated, could possibly endanger it," says the Journal of Commerce.

"Individual failures have occurred, and the future, doubtless, holds an even larger number, but the resources of the credit system in absorbing and diffusing losses are so great, and the tangible assets upon which credit in the United States has been extended are so great, that the general system is impregnable.

"The decline in commodity prices at wholesale from February 1, 1920, to December 1, 1920, may be taken as something like 25 per cent.

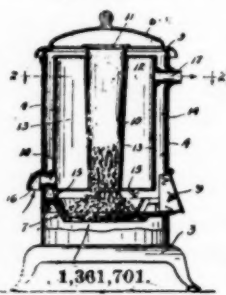
"The shrinkage in the values of stocks of goods on hand may perhaps amount to as much as \$3,000,000,000—from, says, \$33,000,000,000 on February 1 to \$30,000,000,000 (or from \$30,000,000,000 to \$27,000,000,000) on December 1.

"We may set these figures in perspective by considering, first, that the total wealth of the country, including real estate, railroads, mines, public utilities, and so on, is far in excess of \$200,000,000,000.

"The total stocks of goods in current movement, including work in process, constitute but a minor fraction of the total wealth of the country. Losses of \$3,000,000,000, consequently, in comparison with the total wealth of the country, are a bagatelle."

## Patents a Heating Stove.

August Erickson, Minneapolis, Minnesota, assignor to one-half to Axel Person, Minneapolis, Minnesota, has procured United States patent rights, under number 1,361,701, for a heating stove described herewith:



The combination with a heating stove having a fire pot, a grate, a closed annular heating drum within the stove and spaced apart therefrom and formed with an upwardly flaring vertical passageway extending completely through the heating drum and entirely closed except at its ends, air intake and outlet pipes extending through the shell of the stove and opening into the heating drum at the top and bottom thereof, respectively, and a fuel magazine removably mounted in said passageway.



# The Week's Hardware Record

*What Retailers, Jobbers, and Manufacturers Are Doing.  
Latest Selling Methods. Experiences of Successful Men.*

## **OFFERS BIG OPPORTUNITY FOR NEW BUSINESS.**

The hardware dealers in the cut-over regions of Michigan, Minnesota and Wisconsin sell lots of dynamite for land clearing, but in Michigan, at least—a famous fruit growing state—where thousands of fruit trees are being set out every year, they might very easily sell thousands of pounds to be used for blasting tree holes if they would push that feature of the trade.

It isn't difficult, as a rule, to convince fruit growers that dynamite helps the young tree planted in hard or stony soil.

For instance, last spring, Fred Van Norsdall of Three Rivers, Michigan, was ready to plant one thousand and young apple trees in his orchard. The soil was heavy clay and stony and it was, therefore, a comparatively easy matter for the hardware dealer to persuade him to plant them in blasted holes.

Two men completed the job in seven days. A quarter pound of dynamite, one cap and three feet of fuse were used in each hole; that is, a total of 250 pounds of dynamite, 1,000 caps and 3,000 feet of fuse.

The reason it was easy to convince Mr. Van Norsdall that it would pay him to use explosives was because he knew that 300 trees on an adjoining orchard bore fruit three years after planting. The owner claims that the method of setting gave him a three years' growth in one. Probably that would be too much to expect, however, except under unusual conditions.

Nevertheless, because of the growth made by this orchard, four other farmers in this neighborhood have made arrangements to plant 3,000 fruit trees by the dynamite method.

This just shows how easy it would be for the hardware trade to work up a good business in dynamite, fuse and caps to be used for tree planting if dealers would give it their attention.

## **Says It Is Unprofitable to Retrench Advertising.**

That many manufacturers are creating a dangerous situation for themselves by retrenching on their advertising just at the time when they are most seriously overstocked and need a market in which to sell is the contention of Stanley T. Gunnison, a member of the Board of Directors of the Brooklyn Chamber of Commerce, in an article in the current issue of its bulletin. He says:

"It is not an accident that Brooklyn is the fourth largest industrial city in the country—nor that some of the world's greatest industries are located in Brooklyn—nor that practically every known manufactured article is made within its boundaries—nor that it bids

fair to become the greatest manufacturing city in the world.

"It is because Brooklyn has unsurpassed natural and artificial harbor and terminal facilities. Located in New York harbor, the terminal of the New York Barge Canal, with rail connections north, west and south, Brooklyn is the natural center of the world's commerce by land and sea.

"It is the ideal location for any manufacturer who would sell his products at home or abroad. The fact that over 8,000 factories are now situated in Brooklyn is proof that Brooklyn's industrial advantages are fast becoming appreciated and utilized.

"We have come to a period critical in the growth and even existence of many business houses. Decisions that are made today will be the determining factors in the success or failure of the years to come.

"Many manufacturers are asking themselves, 'Shall we cut down on our advertising? Can we afford to advertise at all?' These same men, whether their business is located in Brooklyn, New Orleans or China, should consider instead, 'Can we afford to stop advertising?'

"There was a great deal of advertising during and immediately following the war. Part of it was not to the best interests of business. But now that the period of retrenchment has set in, many manufacturers are going to the other extreme—they are creating for themselves a dangerous situation.

"The greatest and most successful concerns have always been the most consistent advertisers. Mindful of the lessons of the past, they safeguard the present and anticipate the future.

"Advertising is the vital spark of business—the builder of good will—the stabilizer of sales. One manufacturer has placed a value of \$10,000,000 upon his trade-mark—his advertising has created a \$10,000,000 value out of something seemingly intangible as consumer good will.

"Other manufacturers have spent hundreds of thousands of dollars to maintain this good will, even when their factories were two years oversold. Yet today we hear business men talking of curtailing their advertising at a time when they are overstocked with goods and are undersold to the extent of thousands of dollars."

**Your attention is directed to  
an exclusive feature of AMERICAN  
ARTISAN AND HARDWARE RECORD.  
It has the distinction of being  
the only publication which  
gives Western hardware and  
metal prices corrected weekly.  
You will find these prices on  
pages 64 to 69 inclusive.**



# Good Ideas for Window Display

*Practical Lessons from Exhibits in AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition. How to Get More Passers-By to Come into Your Store.*

## WINDOW DISPLAY OF WEDDING GIFTS IS ARTISTIC.

That appeal to sentiment can be made successfully in the arrangement of a window display is conclusively shown in the window exhibit reproduced in the accompanying illustration.

It was designed and arranged by Howard C. Crabb, for Belcher and Loomis Hardware Company, 83-91 Weybosset Street, Providence, Rhode Island.

Very appropriately, Mr. Crabb named this display, "The June Bride."

It has all the effectiveness of a picture plus the realism of actual commodities.

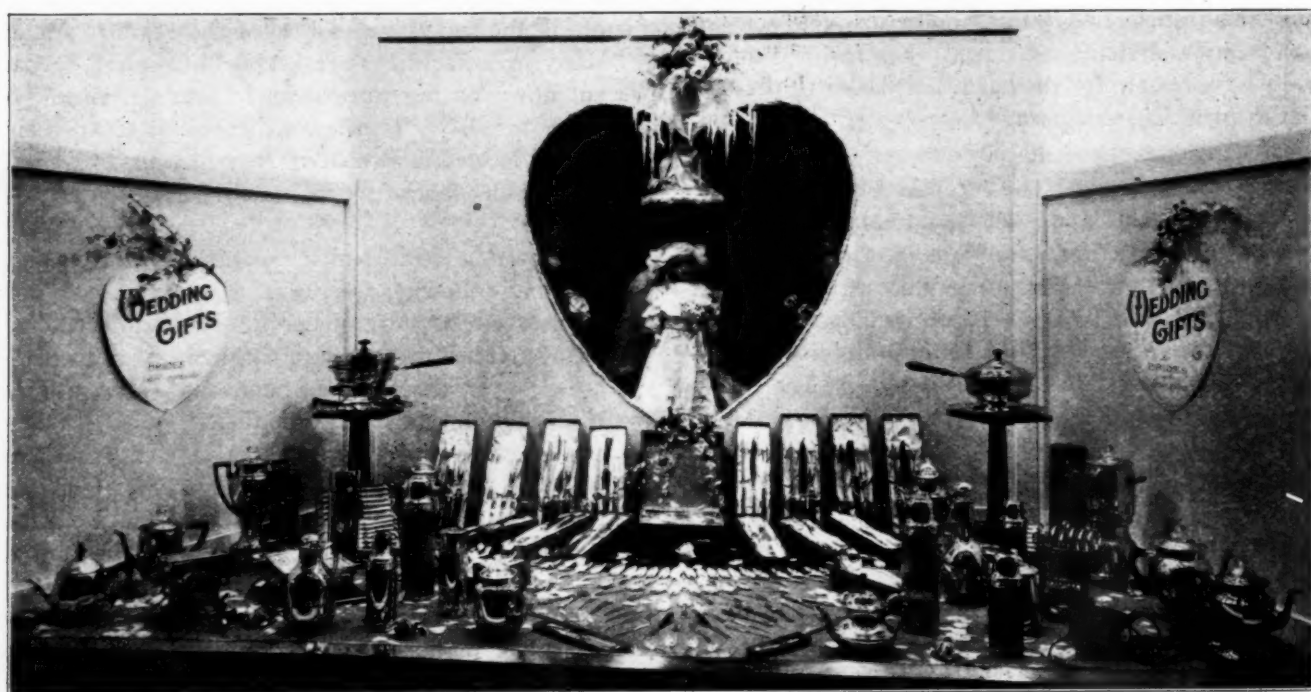
It will be noticed that Mr. Crabb took pains to avoid a profusion of signs. There is nothing to detract the attention from the central thought of the display.

The text repeated on each side panel is all that need be said in such a display, namely, "Wedding Gifts That Brides Will Appreciate."

Praise is especially due the designer of this exhibit for the joyousness of the color scheme. There is nothing drab or dull or uninteresting in the picture.

The strong contrast and pleasing blend of white and blue and gold constitute a fitting medium of appeal and presentation.

The remarkable value of this window display lies in



Window Display of Gifts for the June Bride, Designed and Arranged by Howard C. Crabb for Belcher and Loomis Hardware Company, 83-91 Weybosset Street, Providence, Rhode Island.

The color scheme is blue and white. The background and side wings are painted light blue and have white frames.

Blue velour paper with rose petals is used for floor covering. Roses are scattered throughout the exhibit and enhance the sentimental appeal of the display.

The large heart in the center of the background is made of a drapery of red plush in front of which stands the doll figure of a bride with a wedding bell suspended over her head. On each side is a kewpie doll on a golden pedestal.

The signs on the side panels are heart-shaped and the lettering is done in gold and blue.

The various articles suggested as wedding gifts are essentially artistic in their form and finish.

The carving sets are displayed in neat containers which heighten the attractiveness.

its genuineness and there is not a single false note in the sustained harmony of its parts.

Art need not be divorced from profit. The returns from this window display are a gratifying proof of the fact.

## Window Display Competition Is Means to Intensify Sales.

Intensive salesmanship is needed today in order to overcome the indifference of the buying public.

Fundamentally there has been no change in human requirements. Hammers and nails and locks and other hardware have not gone out of fashion. Washing machines, saws, and paints may still be classified as staple necessities of the people.

The only difference is that they are not being bought as easily and freely as they were last year.

This difference calls for greater merchandising effort.

There is no room for denial of the fact that window advertising is among the highest form of salesmanship.

At a time when intensive salesmanship is necessary to overcome the sluggishness of the retail market, intelligently planned and carefully executed window exhibits are undoubtedly foremost among the forces operating to speed up sales.

These are sufficient reasons for concentrating attention upon window advertising.

The window display competition now coming toward the end of its term is the means offered by AMERICAN ARTISAN AND HARDWARE RECORD for training merchants in this form of salesmanship.

Only ten days remain from the date of this issue of AMERICAN ARTISAN AND HARDWARE RECORD to the date set for the closing of the competition.

There is still time after you receive this copy of the paper to plan, design, and put into effect a strong window display and to enter it in the competition.

Your reward may be twofold. The first reward is improvement of your ability as a merchant. Of that you may be sure.

There is a possibility of a second reward, namely, one of the prizes offered in the competition.

The terms governing the contest are as follows:

#### Award of Prizes.

The prizes will be awarded as follows:

First prize, \$50.00 in cash, for the best photograph and description received of window display of hardware or kindred lines;

Second prize, \$25.00 in cash, for the photograph and description second in merit;

Third prize, \$15.00 in cash, for the photograph and description third in order of excellence;

Fourth prize, \$10.00 in cash, for the photograph and description fourth in degree of worthiness.

#### Conditions of Competition.

The conditions of the competition are as follows:

The photograph must be accompanied by descriptions of how the window displays were arranged and the materials used. The description is important and hence should be adequate. These photographs and descriptions may be sent by mail or express, charges prepaid, and must reach this office not later than February 15, 1921. Address all photographs and descriptions to AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition, 620 South Michigan Avenue, Chicago, Illinois.

Each photograph and description must be signed by a fictitious name or device and the same name or device must be put in a sealed envelope containing the real name and address of the contestant. This sealed envelope is to be enclosed with the photograph. Contestants are permitted to enter as many photographs of displays as they please.

A Competition Committee of three will be appointed. One of them will be an expert window dresser and one an experienced hardware man. This Committee will pass upon the merits of all photographs and descriptions received, without knowing the

names or addresses of the senders, and will decide the winners of the Competition.

AMERICAN ARTISAN AND HARDWARE RECORD reserves the right to publish all photographs and descriptions submitted.

### **Fashion Decrees Steel Knives for Dinner Table.**

Fashion decrees that steel knives be used upon the dinner table. The change has come practically over night and during the coming season many more steel knives will be used upon the American dinner table than in the past.

The back of the fashionable dinner table knife is straight but an exception may be made in favor of the curved back and edge. Carving that had been delegated by fashion for a long time upon a side table is again done upon the table itself, host and hostess sharing in the work, when several courses are served, but in most cases the English rule, the host doing the carving, is now followed also in American households.

This brings to the fore again the old fashioned set of carving knives that had practically vanished during the war.

The carving knife may be of different design than the rest of the cutlery put upon the table.

Horn handles are seen frequently in connection with carving sets. But the carving set permitting of many variations gives the hostess a chance to display her taste in many directions.

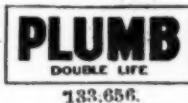
Two carving sets should be placed on the table. Large steel bladed knives are laid for the meat courses and smaller ones for cheese.

For breakfast and luncheon a smaller steel bladed knife than that used for dinner is generally in use.

There should be uniformity in design as regards all the knives that are placed together upon the table and it is, therefore, of advantage to buy complete sets of dining, luncheon and cheese knives so that they may be used interchangeably as the occasion requires. Forks are supplied also in various sizes with handles fitting the design of the knives.

### **Procures Patent for Hammers, Hatchets, Axes, and Sledges.**

Fayette R. Plumb, Incorporated, Philadelphia, Pennsylvania, has procured United States Patent Office registration, under number 133,656, for the trade-mark shown herewith. The particular description of goods to which this trade-mark applies is hammers, hatchets, axes, and sledges. The Company claims use since April 15, 1919. Application for registration was filed June 14, 1920.



### **Who Manufactures the "Chapman" Bench Plane?**

TO AMERICAN ARTISAN AND HARDWARE RECORD:

We would like to know who manufactures the "Chapman" bench plane.

IG. KOERNER AND SON.

DuQuoin, Illinois, January 31, 1921.



## Convention of Wisconsin Retail Hardware Association Advocates Concerted Action to Hasten Liquidation.

*The Aim of Merchants Now Should Be to Turn Stocks Into Liquid Assets in Order to Have Cash Capital Available.*

The importance of oneness of thought in dealing with the industrial perplexities of our day was clearly realized by the 25th Annual Convention of the Wisconsin Retail Hardware Association, held February 2, 3 and 4, 1921, in the Auditorium, Milwaukee, Wisconsin.

The members of the organization have learned from experience that independent personal efforts can not achieve for the merchant the same results as concerted efforts through their association.

The catalogue of benefits which have been derived through the activities of the Wisconsin Retail Hardware Association would occupy many pages.

Suffice it to say that as a direct result of the manifold service of the Association, its members have been able to improve their salesmanship, increase their knowledge of merchandising, cut down needless overhead expense, and develop more profitable trade in their community.

In view of the power for good of the Association, the delegates at the Convention confidently relied upon the cooperation of their fellow merchants in working out practical plans for solving the difficulties incidental to the present stage of economic readjustment.

The Convention, therefore, presented a living, eloquent, and convincing example of unity of purpose, fellowship and helpfulness in the exchange of ideas, experiences, and instruction.

\* \* \*

**Wednesday, February 2, 1921.**

The Convention was formally opened at 10:00 o'clock, Wednesday morning, February 2d, in Engelman Hall of the Auditorium, by community singing under the leadership of Miss Lois G. James.

Then came the Annual Meeting of the Hardware Dealers' Mutual Fire Insurance Company of Wisconsin, the main features of which were the annual report of President O. P. Schlafer and the statistical summary of finances by Secretary P. J. Jacobs.

A most encouraging year was the one just passed for the reason that the Hardware Dealers' Mutual Fire Insurance Company of Wisconsin almost doubled its business in that time.

Beyond question, a considerable proportion of the prosperity of the Company is due to the efficient administration of its officials. A distinctly optimistic tone is perceptible in the annual report of President O. P. Schlafer to the policy holders, which is substantially as follows:

**Annual Report of President O. P. Schlafer to the Policy-Holders of the Hardware Dealers' Mutual Fire Insurance Company of Wisconsin in Convention in Milwaukee, Wisconsin, February 2nd, 1921.**

"A year ago on the occasion of our Annual Meeting I predicted that the year 1920 would be an extraordinary one in many ways for this company because of

the momentum we had acquired and it is with a great deal of pleasure and pride that I am able to report that we almost doubled the business of the preceding year which is by far the largest gain ever made.

"Premiums to the amount of One Million One Hundred Eighty Thousand Dollars were written, of which \$184,000.00 was reinsured. This is an increase over a year ago of \$300,000.00. The premium income did not increase in proportion to the amount at risk for the reason that considerable tornado business was written which carries a very low rate. We began writ-



**O. P. Schlafer, President Hardware Dealers' Mutual Fire Insurance Company and Also of Hardware Mutual Casualty Company.**

ing this form of coverage in April, and the first month brought us over a million, carrying premiums amounting to \$4,720.

"You now have a million dollar institution both in volume and assets. We now have \$925,336.00 invested in securities deposited with the Second Ward Savings Bank for safe keeping. Of this \$650,836.00 are Government Bonds and the balance Wisconsin Municipals. Two hundred seventy-five thousand dollars was added to our Liberty Bond holdings during the year, and \$10,000.00 invested in real estate.

"Losses for the year were again below the average. Since organization they have averaged 25 per cent while in 1919 and 1920 they were but 18 per cent. In Wisconsin they were 25 per cent exceeding the average by 7 per cent.

"The customary 50 per cent dividend was declared on all policies expiring in 1921, and \$99,325.00 was put to surplus. The rapid growth of our business neces-



sitates a larger reserve for unearned premium which is reflected in the surplus.

"At the May meeting of the Board of Directors the limit on a first class risk was raised to \$15,000.00. We now write policies for \$30,000.00 on AI risks, but reinsure \$15,000.00 in other Hardware and Implement Mutuals so that our net retention is but \$15,000.00.

"At the November Directors Meeting the question of extending our coverage beyond "owned and occupied" by hardware merchants was discussed and the Secretary was authorized to prepare an amendment to our Articles of Incorporation permitting the writing of property of hardware merchants when occupied by



P. J. Jacobs, Secretary-Treasurer Wisconsin Retail Hardware Association and Also Secretary-Treasurer Hardware Dealers' Mutual Fire Insurance Company of Wisconsin and of the Hardware Mutual Casualty Company.

other than the hardware business. This should be in a separate class and carry a lower dividend than when occupied by the owner as the burning cost is greater. You will be asked to vote on this question during this meeting.

"This Company, the Minnesota Hardware and the Minnesota Implement have a working arrangement whereby they use the same men in the various parts of the United States and Canada for the acquiring of new business. Mutuals other than Hardware and Implements are making a vigorous effort all over the country to get the hardware business on their books, knowing that it is, without doubt, the most profitable from an insurance standpoint."

At the conclusion of President Schlafer's address, P. J. Jacobs, Secretary-Treasurer Hardware Dealers' Mutual Fire Insurance Company of Wisconsin, rendered his annual report of finances.

His report showed the insurance in force December 31, 1920, to be \$59,741,398.00 and dividends paid to policy holders \$322,582.01.

The meeting closed with a discussion of fire insur-

ance from various angles presented through the Question Box.

Following its adjournment came the annual meeting of the Hardware Mutual Casualty Company, which has the same officers and directors as the Hardware Dealers' Mutual Fire Insurance Company of Wisconsin.

The annual report of President O. P. Schlafer discloses a prosperous and encouraging state of the affairs of the organization. It is herewith presented in full:

Address of President O. P. Schlafer to the Policy Holders of the Hardware Mutual Casualty Company, at Annual Meeting Held in the Auditorium, Milwaukee, Wisconsin, Wednesday, February 2, 1921.

"The seventh annual statement of this Company shows a total of \$325,458.58 business written during 1920. This shows an increase over 1919, of 130 per cent, and is distributed as follows:

"Compensation .....	\$113,899.08
"Automobile .....	167,107.62
"Plate Glass .....	44,451.58

"For the two years previous to 1920, our compensation business had been at a standstill, but the year 1920 produced an increase of 106 per cent over 1919. Automobile business continued its rapid growth by an increase of 122 per cent over 1919, while plate glass shows the largest percentage of all, 340 per cent. This big increase is attributed to extremely high rates, made necessary by the shortage and high price of glass.

"However, in line with all other commodities, insurance rates have been reduced in the last two months. In compensation insurance, for example, some rates, affecting hardware and sheet metal lines, are lower than they have ever been in the history of compensation insurance.

"The average reduction is approximately 11 per cent. Some rates show a slight increase, but this is due to the experience indicating large losses, and hence a higher rate is necessary.

"On automobile insurance, rates have been reduced on an average of 25 per cent in what is known as the 'country districts.' The larger cities have had on an average a 25 per cent increase. Plate glass rates were reduced about 5 per cent, effective February 1st, and as the plate glass market improves, we may look for still further reductions.

"Most stock companies writing this class of business during 1920, suffered a large loss in surplus, which is an indication that the plate glass rates were not high enough, and it will be necessary for the stock companies to continue securing the high rates until their surplus has been replenished.

"During the year, a total of 1,188 claims were received, of which all but 149 were settled on January 1st.

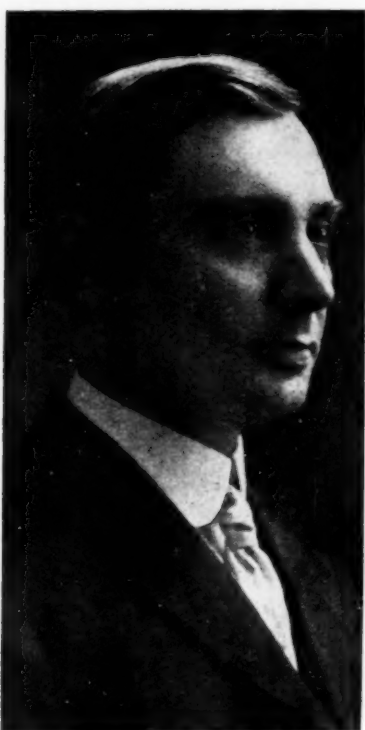
"Our assets increased 76 per cent over a year ago, and our cash investments now total \$203,650.81. Of this amount \$162,019.46 is in Fourth Liberty Loan Bonds.

"Because of our excellent experience, our dividend of 33 1/3 per cent has again been declared on all classes of business.

"Our office at Stevens Point has hit a pace where we are doubling the amount of business written in the same month of the preceding year, and we are confident that we will have no difficulty in reporting to you premiums written of \$600,000.00, for the year 1921."

The statistical report of Secretary-Treasurer P. J. Jacobs was received with much satisfaction by the policy holders. It showed that the finances are in a very sound condition and it corroborates President Schlafer's enthusiastic review of the Company's business and prospects.

Wednesday afternoon's session began at 2 o'clock with community singing, after which came the address of A. C. Mason, President Wisconsin Retail Hardware Association. The main parts of his address are as follows:



A. C. Mason, Retiring President  
Wisconsin Retail Hardware Association.

"The foundation of our business superstructure rests upon the attitude of the people and the condition of their mind. If they have faith in their manufacturers, faith in our merchants, and faith in themselves—the common people, upon whose stability the success of every one of us depend—then all is well. So it's up to you gentlemen to preach the gospel of cheerfulness, to inculcate faith in others by having faith your-

self, and to let your aspect always radiate confidence. Let others know that you are justly thankful that you live in a land which today bears the rare distinction of being the most sound, financially, industrially and politically of any country or nation in the world.

"The prices of what the farmer wants to buy must come down to correspond with what he has to sell. These reductions are inevitable. And with them will come the establishment of an equilibrium between what the farmer has to buy and what he has to sell which will bring back his normal buying power and insure in him a different mental attitude towards spending.

"This leads us to the thought, liquidation must be hastened, in order to bring about an increase in purchases by the buying population.

"Broadly the situation would seem to require the following treatment:

"1. Let every one sell goods at the utmost recession in prices which he can possibly stand and seek mainly

to get rid of his high cost inventories regardless of net profits for the next six months.

"2. Let us distribute the burden by insisting on like concessions from those from whom he buys goods or materials, and by buying from hand to mouth until prices go to a level where it is safe to lay in stocks.

"3. Let us further distribute the burden by eliminating unnecessary and inefficient help.

"4. Let all expenses incurred in operating a business be reduced by making every dollar count whether in sales effort or the laying in of merchandise to supply your trade.

"5. Let your one great aim be to turn your stocks into liquid assets, for a cash capital is the best thing in the world to own for it will not depreciate.

"6. Let lines of credit extended be reasonable and safe. Aim at thirty days rather than ninety days or longer. Be in position to extend such reasonable credit to good solvent customers.

"7. Be in a position to be able to borrow if necessary when the deflation reaches bottom so as to lay in substantial stocks at bargain prices.

"I will now pass to a brief review of the year's work of our Association. During the year and up to January 1, 1921, our membership had increased from 1,158 to 1,215, a very healthy increase indeed. Perhaps we ought to feel satisfied and ready to rest on our laurels, but self satisfaction is not a healthy state of the mind and I strongly urge that every effort be made to reach and enroll on our membership list every eligible hardware man in the state.

"Inasmuch as our Association is founded upon the spirit of the 'Brotherhood of Man' and we ourselves knowing that great benefits come on through Association membership, this should prompt us to make it our personal duty, to see that those who now are not at present receiving these benefits owing to non-membership are promptly afforded the opportunity, and advised of its possibilities.

"Perhaps the greatest development has been along the lines of field service. Personal visits to stores, and the holding of Group Meetings were considered as the best and quickest way of reaching the greatest numbers. Four hundred fifty stores have been visited by our Assistant Secretary and about 700 members have been invited to attend group meetings in various sections of the state.

"Many of the personal visits of Mr. Christianson have been found of value to the merchant through suggestions along the lines of accounting, advertising, store arrangement, and merchandising plans. More good would evidently result if the merchant would be willing to lay before him the problems that he has, as it is very difficult and often not advisable to offer an opinion where none is sought.

"Finally allow me to impress upon the minds of each and every one of you that the present convention program has been gotten up with the thought in view to be of the greatest help to you at this time and thoughts of the highest value to you in the conduct of your business are to be found in every convention session."

At the close of President Mason's message, an address was made by J. M. Campbell, Past President



National Retail Hardware Association, on "Excess Profits."

He strongly emphasized the value of cooperation among the hardware dealers, both through National and State organization, and outlined the enlarged



**Louis Hirsig, Newly Elected  
President Wisconsin Retail  
Hardware Association.**

program of activities now being planned for the benefit of hardware dealers.

Discussion by members of "Group Meetings" by the hardware men of the state showed unqualified endorsement of this form of Association activity. Charts showing a program of 40 meetings scheduled for Wisconsin hardware merchants were posted for the information of all present.

The work of the Merchants Credit Bureau, a department of the Wis-

consin Retail Hardware Association for the collection of bad accounts, was praised by numerous members who have been using this form of service.

The sales demonstration conducted by Clyde Hiers of Appleton, salesman, and B. Christianson, Assistant Secretary Wisconsin Retail Hardware Association, who took the part of the farmer buyer of paints, proved conclusively that good paints can be sold in the face of the exceedingly attractive prices and glowing descriptions of the catalog houses.

At 4 p. m. all committees met for organization, and the day was fittingly concluded by a theatre party at the Majestic Theatre when the hardware men, their wives and helpers were the guests of the Milwaukee Jobbers and Manufacturers.

**Thursday, February 3, 1921.**

At 9:00 o'clock the Convention began its biggest day. Exhibitors were ready to take orders and from this time until 10:00 p. m., when the exposition closed for the day, the main Arena, Juneau and Kilbourn Halls, were crowded with the delegates and visiting retailers from Wisconsin.

At 10:00 a. m., at the Auditorium, Engelman Hall, the morning session began with community singing under the leadership of Miss Lois G. James. This entire forenoon session of the Wisconsin Retail Hardware Association was taken up by the discussions by members of a series of different questions submitted through the Question Box.

The session was well attended, more than five hundred persons being present in the room. A printed list of questions was furnished the audience and much interest was shown by all in attendance.

B. Christianson, Assistant Secretary of the Association, had prepared these questions which covered problems concerning shorter credit terms, cash discounts, rapid stock turnovers, canvassing farmers, and other trade features.

Each and every question was answered by men whose practical and profitable experience provided topics for Mr. Christianson's list.

Besides these feature answers, many impromptu answers and experiences were given by the different retailers in different parts of the state, telling about their particular experience in their localities.

Between the third and fourth questions, the meeting was pleasantly interrupted by P. J. Jacobs, who announced that he had been informed just a few minutes before that some gentlemen wished to make a short intrusion of the morning's session and he was sure that every one present would be honored and equally as well surprised at the intrusion.

Mr. Phil A. Grau, Executive Director Milwaukee Association of Commerce, was introduced by Mr. Jacobs. Mr. Grau made good his promise to deliver a very short speech which was well received by the assemblage. He presented the Wisconsin Retail Hardware Dealers' Association in behalf of the Milwaukee Association of Commerce a large silver shield mounted on ebony in recognition of the 25th Anniversary of the Association and in appreciation of all Milwaukee.

He congratulated the hardware men on the success of their Association and thanked them for the favor they have shown Milwaukee in selecting the city as their meeting place for the last twenty-five years. He was accompanied by Frank Cleveland and Herbert H. Ryan.

Retiring President A. G. Mason, of the Association, responded to Mr. Grau's pleasant talk and thanked him in behalf of the Association and himself for the beautiful silver shield with which they were presented.

Questions were then resumed. A. W. Strang, former president of the Association, answered the ninth question presented through the Question Box and he told why people trade at his store. Mr. Strang gave a very inspiring talk to dealers and illustrated his speech by pointing out practical experiences that he had had in the past. He told how he had identified himself with community activities, how he had affiliated himself with all the neighborhood interests why it paid him to be as good a citizen and as good a neighbor and friend as it was possible for him to be.

The afternoon session began promptly and was



**L. C. Peck, Newly Elected Vice-  
President Wisconsin Retail  
Hardware Association.**



opened as usual by community singing under the leadership of Miss Lois G. James. The first speaker of the afternoon was Professor F. H. Elwell of the University of Wisconsin and a member of the firm of certified public accountants in Madison, Wisconsin.

Professor Elwell spoke on "The Income Tax Report." A four-page printed folder was distributed to all those present on which a skeleton outline of the income tax report was shown with space for notations to be taken down. This was a very handy folder and most of the dealers present made good use of it, carefully absorbing the many important points that Professor Elwell made during his talk.

Professor Elwell's main point was that the retail hardware dealer should make out his Federal income tax schedule with accuracy, for many important reasons, the first, the most important of which, he declared, was that the dealer should not pay more than he was supposed to pay for and, unless he made his returns accurately, he would be losing hundreds and perhaps thousands of dollars in taxes.

He said that many owners of stores which are corporations neglected to credit themselves with a salary which is deductible from the returns. He also pointed out that many merchants in every line of business do not keep an accurate account of the materials and supplies that they purchase and of all other costs and especially labor cost of all kinds. The four page circular contained 27 important items, all of which Professor Elwell stated should be carefully watched and checked by the dealers in order that they may not pay more income tax than they should.

He stated that he was not at the Convention to show the dealer how to cheat the Government, because he said it could not be done, but he was at the Convention to tell the dealer that the Government does not want any more taxes than what it is entitled to. Professor Elwell's talk was greatly appreciated by all present.

Mr. Christianson informed dealers that if the Association could be of any assistance to them in making out their report, it would be glad to do so if the dealer will write to headquarters.

The next speaker was Norman H. Johnson of Richmond, Virginia, Editor of Merchants Journal of Commerce, and an acknowledged authority on business conditions. He gave an interesting talk on "Business in the Reconstruction and Readjustment." He opened his talk with a few funny stories which put the dealers in very good humor. His Southern drawl was very pleasant to listen to and he held every one's interest every minute of his talk.

Mr. Johnson informed the dealers that he was an optimist and that he had several facts which he wished to present to the assemblage for their careful consideration. He also wished to point out to them his idea as to what procedure must be taken quickly in order that business in the reconstruction and readjustment period shall be all that we wish it to be. Mr. Johnson pointed out the markets of the world are overstocked, that England is loaded down with clothing and textiles, Japan and China with silks that can not be sold, and to our own country he applied the following words: "If not one sheep was shorn for the next three years, there would be still enough wool to supply the trade."

The cotton industries are also in a serious condition, having a vast surplus of finished and raw material on hand which they can not dispose of at less than half the cost of the raw material. He stated that there were no industries with the exception of paper and hardware that had not already reached an overstocked condition and necessarily a declining market.

He pointed out clearly to the assemblage that these were the facts and that for at least the first six months of 1921 we should not look for any stability in prices on anything.

"Again, I say, I am an optimist," said Mr. Johnson. "Perhaps as yet I have not impressed you as one. Let me tell you, in all seriousness and with great emphasis, that there will be good business and that the country

right now is in a better condition than the pre-war condition and our business in the reconstruction and readjustment period rests only with ourselves and our ability to see business accordingly.

"When we come out of this readjustment period and the energies of our business men are being directed toward the business end, we will enter into a period of construction and of business development that will give us a lasting prosperity extending over a period of at least seven years.

"Of course, business has suffered great losses, but real legitimate business is in better shape today than it was before the war."

"Every one knew the old saying 'Everything that goes up must come down' applied to business conditions, but the question was—when? We have now reached the 'when.' Some lines will be established, but it could not be expected that from five years of excesses all evils could be removed in so short a period as some inopportune optimists seem to indicate. We must remove all excesses, all the unethical policies which have crept into human pursuits before we can approach a period of normalcy.

"All produce on the farm is being sold around or below the cost of production, there are over three and half million skilled employees out of work, but a spirit of saneness is prevailing.

"I have faith in our power to remain sane and believe that the wise retail hardware merchant does not need to be told to take the middle road. Do not be over-optimistic, do not burden yourself with pessimism, but be confident, sincere, but cautious."

Referring to Professor Elwell's talk on Income Tax, Mr. Johnson said: "This is surely the time for exact-



B. Christianson, Assistant Secretary Wisconsin Retail Hardware Association.

ness, no longer can you afford to be unmindful of expensive details.

"Now is the time to advertise, now is the time you must use salesmanship and good business tactics to insure success!

Mr. Johnson praised the Wisconsin Retail Hardware Association and thanked them for their careful attention. His speech was certainly appreciated and that of Mr. Johnson's exceptionally inspiring speech, he was roundly applauded and thanked. In recognition of the audience under the leadership of Miss Lois G. James, sang "Dixie," in honor of Mr. Johnson's nativity.

The next event was an actual sales demonstration entitled "Selling a Range to Every Prospect." A. J. Nielson, of Eau Claire, acted as salesman and S. R. Miles as the stove prospect.

Mr. Nielson was certainly given a "tough" prospect in the person of Mr. Miles as he had very little time and was mainly interested in the price of the stove. Mr. Nielson, however, proved that a knowledge of your merchandise, a knowledge of salesmanship, and a sense of humor all go to make it possible to sell a range to every real prospect.

Many points were brought out that every merchant can try out in his own store in selling stoves. Mr. Miles asked more questions of Mr. Nielson than ten average prospective customers would and there is no doubt Mr. Nielson worked harder during this demonstration than he had ever done before.

Mr. Nielson is a retail hardware merchant and he was widely complimented upon his knowledge of the goods he sells. Many people, not knowing that Mr. Nielson was a retail dealer, thought perhaps he was a traveling salesman for the manufacturers' range. This, however, was not the case, and in spite of the fact that Mr. Miles tried his hardest not to buy, Mr. Nielson, with his good salesmanship and good business tactics, "landed" the order and sent Mr. Miles away happy with his purchase.

This closed the session for the day.

At 8:00 o'clock the Auditorium main Arena, Juneau and Kilbourn Halls were thrown open to the public. The exposition was at its height and all visitors were shown a good time by the exhibitors. Orchestras played during the evening until 10:00 o'clock, when the exposition closed for the day.

#### Friday, February 4, 1921.

The morning began with the largest hardware show ever held by the Wisconsin Retail Hardware Association. More exhibits, more visitors, were present this year than in 1920, which was considered the banner year. Large sales were recorded and the general impression of every one was that business is good.

The morning's session was begun as usual by community singing, ably conducted by the now very popular Miss Lois G. James. Report of the committees 2, 3 and 4 were read. The assemblage this morning was divided into three groups for a discussion of questions submitted through the Question Box. Each group gathered in a separate room. Dealers from towns of 10,000 population and up made up one group, one to ten thousand another group and those from the smaller communities still another.

A long list of printed questions was given to each dealer present. The questions were taken in turn and answered spontaneously by men who had experience with the difficulties in business mentioned in the various questions.

The last session of the afternoon was opened by community singing. By this time all members, delegates and visitors had become quite accomplished in the matter of community singing.

The entire afternoon meeting was devoted to the reports of committees, 5, 6 and 7 and the election of officers as follows:

President: LOUIS HIRSIG of Madison;

Vice-President: L. C. PECK, Berlin;

Executive Committee: W. T. STILLMAN, Oshkosh, GEORGE W. SCHROEDER, Eau Claire.

After adjournment of the Convention, a meeting of the Executive Committee and officers was held for the purpose of coordinating plans for the coming year and strengthening the spirit of cooperation among the various officers entrusted with the administration of the Wisconsin Retail Hardware Association.

#### Conventionalities.

H. W. Beegle, of the Chicago office of Burgess Battery Company, Madison, Wisconsin, had one arm in a sling. He was so busy shaking hands with his many friends that he probably will be wearing the other arm in a sling for a week to come.

If the members of the Wisconsin Retail Hardware Association are served new and startling dishes during the next month, they will owe the experience to the Wheeling Corrugating Company, Wheeling, West Virginia, which distributed "Corco" baking tins to the ladies. The distribution was made under the management of A. E. Willert, Manager of the Stove Sales Department, Wheeling, West Virginia. He was ably assisted by A. H. Madsen, W. M. Sawyer, George Waldmann, A. E. Ketcham, J. W. Smith of the Chicago office.

Interest was added to the booth of the Excelsior Steel Furnace Company of Chicago, Illinois—which was one of the most attractive in the entire exhibition hall—by the presence of the charming bride of Charles E. Glessner, Secretary of the Company. While Arthur Glessner was busy writing orders, Joseph Goldberg, John Brooks, A. G. Scherer, R. W. Menke, and C. E. Glessner did the honors.

Mrs. H. E. Schwab kept the engine of her automobile running most of the time in the service of the many friends of R. J. Schwab and Sons Company, of which firm her husband is Vice-President and Treasurer. An agreeable impression was created upon the visitors to the R. J. Schwab and Sons Company's exhibit by the comfortable and inviting appearance of their booths. A. E. Pomrening, Charles Mertle, C. E. Schwab, and A. E. Zilisch, took turns at entertaining the many visitors.

A novel device was employed by the Monitor Stove Company of Cincinnati, Ohio, to show their hospitality. Several signs in Chinese and Japanese ideograms were displayed on their booths. Naturally, they caused considerable curiosity and passers-by asked



their meaning. Invariably, a smile was elicited by the translation: "Welcome!"

The Manny Heating and Supply Company of Chicago, was pleasantly represented by Harvey Manny and Fred Bloomfield. Harvey is the same genial Harvey with more friends than a newly elected alderman.

As past grand master of the art of setting up a warm air heater, Tom Pearson of Central Heating and Supply Company, Chicago, is at the top of his class. He was surrounded by a highly interested crowd when he was setting up a warm air heater in his booth with the able assistance of Frank Robinson of the Robinson Furnace Company, Chicago.

The booth of the Cutler and Proctor Stove Company of Peoria, Illinois, was in charge of Louis E. Swane of Neenah, Wisconsin, and Lloyd Miller. Mr. Swane is to be congratulated upon the splendid business he has built up in the past year for his firm in Wisconsin north of Milwaukee and in Michigan and Minnesota. Mr. Miller also deserves praise for the exceptionally large sales in his territory, comprising southern Wisconsin and Illinois.

Bill Haight and Bob Calkins, both of the Chicago Hardware Club, made a hit with visitors by their management of the Auto-Strop safety razor display.

Z. T. Soot and Gas Consumer Company of Oshkosh, Wisconsin, was represented by M. Zenter.

The Rudy Furnace Company of Dowagiac, Michigan, had at attractive booth at the exhibition in charge of E. C. "Buck" Taylor and Tom Torr.

The Wilmette Tool Company had on display a fine assortment of Armstrong wrenches and small clamps in charge of A. C. Ohlendorff.

An attractive and cleverly designed booth was used to house the exhibit of the Northern Corrugating Company of Green Bay, Wisconsin. The booth was constructed of various samples of the sheet metal products manufactured by the Northern Corrugating Company. It was under the efficient management of A. G. Krueger, Jack Beckley, W. F. Flagge, P. F. Flagge, and R. I. Schuppener.

Although disappointed that his "Premier" furnace had not arrived, George E. Murphy showed such graphic photographs of the Premier Warm Air Heater and spoke so convincingly of its merits that he gained many friends for the Premier Warm Air Heater Company, Dowagiac, Michigan.

W. F. Mitchell, Manager of the Helbing Chemical Company, Milwaukee, manufacturers of the O. O. Soot Destroyer, made friends of every one who visited his Company's exhibit.

The Meigs-Powell Company, Milwaukee, had an unusually clever display of fine tools which attracted a great deal of attention.

The Milwaukee Corrugating Company, Milwaukee, Wisconsin, had a wonderful exhibit of building products, in charge of A. C. "Doc" Scheder, who was very much in evidence with a bright green necktie, E. Willmon, Thos. Evans, J. C. Schmidt, and A. H. Schmilzer.

If promises were not so easy to make it is beyond dispute that they would not be broken with the facility that needs no lubrication.

### **Here Are Ten Commandments for the Retailer.**

1. Thou shalt give Dollar for Dollar in Full Measure of True and Honest Merchandise.

2. Thou shalt make Each and Every Customer thy Fond, Fast Friend, remembering the Wise Philosopher's word: "To Have Friends, You must BE One."

3. Thou shalt Deal Rigidly upon the Principles of the Square Deal and make each transaction a Shining Example of the Golden Rule.

4. Thou shalt Warmly Welcome the Small Buyer as if he were a Princely Patron, and Favor the Random Customer as Freely as the Regular.

5. Thou shalt "Play no Favorites," but make Favorites of ALL.

6. Thou shalt Lead all Friends from the Error of Long-Distance Trading—for the Merchant-of-the-Mails is like unto the noisy Circus with Paper Promises, that cometh and taketh much, giveth Little, doeth no good for the Community, and is Stone Deaf in Your Hour of Need.

7. Thou shalt have One Price for ALL; and that Price Fair, Righteous, Reasonable.

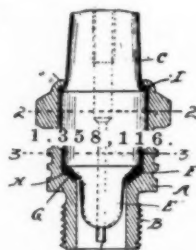
8. Thou shalt Extend the Hearty Hand of Helpfulness to the Thrifty who come for Accommodation; thine shall be an Open House with an Open Heart.

9. Thou shalt be Courteous, Kind, Just and Generous to Everyone, Sympathetic in the Hour of Affliction, Sincere and Neighborly ever.

10. Thou shalt Treasure as a Priceless Jewel the Full Confidence of the Community; thine shall be a Store with a Soul, where even a Blind Man shall Receive Honorable Value and the Little Child may come alone and Buy.

### **Gets Patent Rights for a Spark Plug.**

United States patent rights have been secured by Albert Schmidt, Flint, Michigan, assignor to Champion Ignition Company, Flint, Michigan, a Corporation of Michigan, under number 1,358,116, for a spark plug described herewith:



In a spark-plug, an insulator having an inner portion which is exposed to the heat, a portion beyond the same of larger diameter forming a shoulder and a portion beyond the shouldered portion of still larger diameter having an opposed shoulder formed thereon, all of said portions being integral in combination with a casing having a portion substantially fitting the inner shouldered portion of said insulator and providing a seat therefor, a portion enlarged in internal diameter for receiving the enlarged portion of said insulator and an inturned flange on said enlarged portion for engaging the opposed shoulder on the enlarged portion of the insulator.

Do you study the arrangement of the stock in the store and plan how it can be changed to advantage and to bring stock closer to the eye of the buyer?



## Secretary Carson of West Virginia Retail Hardware Dealers Association Makes Fine Report to Convention.

*He Shows What the Organization Can Do for Its Members if They Will Avail Themselves of Its Many Forms of Service.*

The good that an organization can accomplish for its individual members was clearly demonstrated in the 15th Annual Convention of the West Virginia Retail Hardware Dealers' Association, held February 1, 2, and 3, 1921, in the Chamber of Commerce Building, Huntington, West Virginia.

The sessions were conducted with a view to getting the utmost value in practical helpfulness from the time devoted to the meeting.

The principal address of the first day of the Convention was delivered by Captain John W. Gorby of Waukegan, Illinois, who gave a highly instructive



James B. Carson, Secretary-Treasurer West Virginia Retail Hardware Dealers' Association.

speech on "The Ten Commandments of Successful Business."

The second day of the Convention opened with a discussion of "Real Benefit of Hardware Mutual Insurance," by George M. Gray, Secretary Ohio Mutual Insurance Company.

This was followed by an address on "Successfully Evading the Question of Price in the Sale of High Grade Merchandise," by E. G. Weir of Dowagiac, Michigan.

The afternoon of the second day of the Convention was marked by two exceptionally good addresses, one of which was by Walter B. Wilson, President West Virginia Retail Hardware Dealers' Association, who said in part:

"Business in the United States is slowly, but surely heading back to a normal basis. It is only natural that it should do so.

"It has taken approximately six years to build up prices to their present levels. Therefore, sober reasoning is that they can not be brought down in a night, a month, or even a year. All indications point to a long slow journey.

"What will the year 1921 bring forth? I believe that most dealers are not overstocked. Consequently, I feel that a buying movement will develop in the early spring. Even though this movement develops, I feel that you business men have learned the value of conservation and will not overload your stocks, in view of the decreasing prices.

"While there are many subjects of great importance, which I might talk to you about there is one which I wish to bring to your attention today, namely, window displays.

"Windows are the eyes of all retail establishments and should be given your careful attention. Good windows add prestige to the store that has them. Therefore, the store with bad windows will not thrive as well as the store with good windows. Did you ever stop to think that your windows are untiring workers, on the job twenty-four hours a day, never striking or asking for a raise. In view of this fact they should be entitled to some appropriation for their up-keep.

"Gentlemen don't let your windows lay idle! Make them help pay your rent, and above all keep them clean and change displays often.

"Let me urge that each and every member of this association subscribe to and carefully read our Hardware Papers. No man, no matter how efficient he may be, can afford to lay aside these papers until they are read from cover to cover. There is valuable information in them for us all. Many dealers have profited from ideas taken from these papers in different ways, such as price information, store arrangement, window display suggestions, and other topics."

At the conclusion of President Wilson's address, came the annual report of Secretary-Treasurer James B. Carson, who holds the same office in the Ohio Hardware Association. Among other helpful and practical things Secretary Carson said:

"We will all agree on one thing in particular and that is, that none of us has progressed as far as he can go, that while it is possible that some of us run a better store and do a larger business than others, yet none of us has lived up to his capacity nor has he done all that can be done. So we have come together to talk over business problems for the coming year.

"A real working organization can never be built by just having a secretary to do your work. You must have a feeling that you are a part of something that is working for your business, not that you have some one doing it for you. After all that is just what you are—just a part of one great business that is try-

ing to serve the people of your state by furnishing to them such items of hardware as they need.

"One of our own members wrote me last fall about some repairs for a furnace that was not being made any more. He had written to the city and had failed to find out anything about who had the patterns or if it was possible to get the repairs for his customer.

"He wrote our office and I forwarded his letter to one of our members in the city where the furnace had been made, and in about a week we had the repairs for this member. Now by doing this we were able to help this member repair the furnace for his customer and a real service was rendered.

"It is this kind of an organization that we want in West Virginia, and we can have it. Already one of your officers has sent to our office, correspondence with prices attached that have been made by jobbers in specialty lines that are handled in our stores, and it is our purpose to follow up all such cases until you have the same chance to sell goods to your customers at the same prices they can obtain from other sources.

"So you will see that just in proportion as you interest yourself in your association in connection with your business, you will profit by your membership. You should never measure the amount you get from your membership by the amount that is returned to you in dollars and cents from your insurance premiums.

"Our association makes the insurance department possible and it enables you to belong to an organization that is for the sole purpose of making better hardware merchants, without any expense to the dealer. Every hardware dealer in West Virginia can belong to our association and by placing all of his insurance in the hardware mutuals that are admitted in this state, can save not only enough to pay his annual dues, but can have enough left to pay his expenses to his annual convention.

"When you have cultivated the friendship of the other dealers in your town to the extent you can get together and talk over the trade conditions affecting your particular territory of distribution, when you can all pull together to correct the evils that may have crept in and can all boost the business as a whole, not until then will you get the full benefit from your membership in our association. We want to encourage all the local organizations that that can be made. Every city and town should have such an organization, if not made up entirely of hardware merchants, have a retailers or business men's club.

"We want to encourage the attendance of ladies at our convention, our experience has been that their attendance has been a great help in making our conventions in many ways, better than they were before we had so large an attendance of them and they have raised the standard of the meetings higher than they were before. We hope next year to have many more.

"We believe the year just closed has been one of profit for most of our members. We believe that most of our members have kept themselves informed on general business conditions and that they will face the coming year with courage and confidence and that they have adjusted their business to the changed con-

ditions and we expect to hear a good report at the next convention."

An uncommonly instructive discussion through the Question Box was the feature of the closing day of the convention of the West Virginia Retail Hardware Dealers' Association.

W. H. Pirrung of Williamson, West Virginia, led the discussion of the topic, "What Electrical Appliances Mean to the Hardware Store." Here are some of the striking things he said:

"A few years ago, perhaps in the life time of some of our dealers, a hardware store was considered a place to go for articles made exclusively of iron or steel. A hardware store, at that time handled such articles as were used in the blacksmith shop, machine shop, wagon shop, etc. They also carried farm implements such as were used in those days, and perhaps a few of them carried building material, roofing, etc.

"Now, a little later on we find the more progressive hardware man added a line of stoves (as at that time the stove business was one of its own) and house furnishing departments.

"This was the dealer who began to bring the ladies to the hardware store to do their shopping. A little later on another line presented itself to the hardware dealer, that of the flash light and dry cell batteries. This was the beginning of the electric appliance game in the hardware trade.

"Within the past 25 years the 10 cent store, the 15 cent and 25 cent store and today the \$1.00 store has sprung up all over the country, and also the department stores have added a line competitive to the hardware dealer, and it behooves us to take notice and to take on something new to offset their sales, which rightfully belong to us.

"Now the latest and most popular appliances today are the vacuum cleaner, the washing and ironing machines (for which there is an unlimited demand), and there is no reason why the hardware dealer should not get in on this prosperous business.

"I happen to be familiar with a dealer in our own State, who put on a four day demonstration and closed the demonstration with a sale of 19 washing machines and 7 ironers, aggregating a little over \$4,000 on appliances in four days. Of course this was special and he spent considerable money in advertising, as well as having a couple of competent demonstrators from the factory.

"When you once get a lady interested in a washing machine, vacuum cleaner or ironing machine, you need have no hesitancy in allowing her to take the machine to her home and try it out, for when the machine gets there, you need not worry that it will ever come back.

"This is the plan on which quite a few of the dealers work. At this time when the servant help is so hard to obtain, the electric appliances have solved the problem for the housewife. After you have sold the housewife one of these appliances, she will be so well pleased with it, when she is again in the market for your products, whether it is in the hardware, electric appliance game, or what not, she will come to you, because you made the burden of her household duties



light, by selling her the first appliance that she has ever used."

Question: Is it necessary to have a practical electrician connected with your store in order that you may successfully sell appliances?

Answer: "Emphatically no. Why not have a machinist, a tinner, or any other mechanic in order to sell these machines. We will take for example a washing machine. How much of it is electric? The actual comparison with the average machine is about one to ten. In other words, there is ten times more machinery that would require a machinist to take care of, than there is which would require an electrician. The only part of a washing machine that is electric is the motor that propels it, the balance of the machine is all made up of mechanical parts, so if you feel that you should keep an electrician, please don't forget the machinist."

Question: Is it necessary for a salesman to know technical electrical terms in order to sell appliances?

Answer: "No, it would be well, however, if the salesman is able to figure the cost of operating a washing machine, ironing machine, hot plate, grill, or whatever appliance it might be, in order that he may safely familiarize his customer with the cost of operation. Now, in order to do this he must be familiar with the local rate of electricity and be able to figure what a kilo hour means, so that he may arrive at the cost of operating the machine in question."

### **Cash Register Company Renews Profit Sharing Plan.**

Announcement is made by J. H. Barringer, First Vice-president of The National Cash Register Company, Dayton, Ohio, that the plan of sharing profits with employees which was in force during the past year will be continued in 1921.

President John H. Patterson stated that he desired the 50-50 plan continued in 1921, just before leaving for Europe to study business conditions.

Mr. Barringer said: "Accordingly the necessary resolution was passed at a meeting of the Board of Directors of the Company."

This action on the part of The National Cash Register Company to share half of its profits during the coming year is regarded as highly significant.

It shows that at least one company is willing to do all it can to help its people become happy and prosperous.

The plan for 1921 states:

"The profits of the firm will be determined by an outside disinterested firm of accountants.

"After the net profits have been determined, an amount equal to 6 per cent interest on the Company's investment will be deducted.

"The remaining profits will be divided into two equal shares. One half will go to the Company, and the other half to the employees.

"The company's share of the profits will be used for erecting new buildings, buying new machinery, inventions, and improvements, enlarging the business, etc.

"The employees' share will be divided into two parts, one half or 25 per cent of the profits going to the

executives, and the other half or 25 per cent to the workers at Dayton.

"The employees who make up the management, exclusive of the owners, are 'Class A' comprising the executives and supervisors, consisting of 35 or more employees, who will receive 12 per cent; 'Class B' comprising foremen, consisting of 85 or more employees, who will receive 5 per cent of the profits; 'Class C' comprising job foremen and other employees holding equal positions, consisting of 400 or more employees, will receive 8 per cent.

"Class D comprises all other employees at Dayton who have been in the employ of the Company for 30 days or longer, who will receive the remaining 25 per cent of the distributed profits.

"Class E comprises employees who have been with the Company less than 30 days. Class E members do not receive a share of the distributed profits.

"Profits in each class will be distributed in cash among employees in proportion to the wages or salaries received for the six months' period. Distribution of profits will be made semi-annually, and no one will receive profits who has not been with the Company six months at date of distribution."

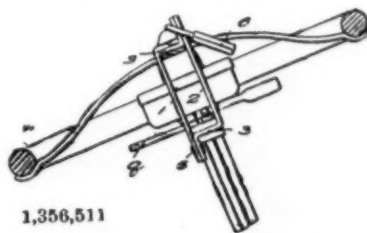
"Mr. Patterson and the other directors of this Company have put this plan into effect because they feel it is right to share the profits with those who have helped to make them," said Mr. Barringer.

"It is the desire of the Company at all times, independent of the profit sharing plan, to pay all employees a salary or rate at least equal to the high prevailing rate in this section of the country for like lines of work."

When asked about the success of the plan in 1920, Mr. Barringer smiled and replied: "The best way I can answer that question is to say that the plan will be continued in 1921."

### **Is Granted Patent Rights for Steering Wheel Lock.**

Under number 1,356,511, United States patent rights have been granted to Charles Brackbill, Philadelphia, Pennsylvania, for a steering wheel lock described in the following:



A device for locking the steering wheel of a vehicle comprising duplicate sections formed of flat strips each having one end portion bent to provide an

inwardly extending arm holding the portions of the strips between the arms in spaced relation, the free end portions of the arms being bent outwardly to provide ears extending longitudinally of the sections and the contacting end portions of the strips being provided with registering openings, and a fastener passing through one set of openings pivotally to connect the sections for swinging movement with one section moving in a plane parallel to but out of the plane of the section, the openings in the opposite ends of the sections being adapted to receive a releasable fastener.

# Convention of Nebraska Retail Hardware Association Places Emphasis Upon Complete Cycle of Cooperation.

*Manufacturers, Jobbers, and Retailers Must Work Together In Order to Bring About a Sane Readjustment of Prices.*

There never has been a time in the history of humanity when sufficiently strong groups working together in a common purpose have not been able to overcome the worst difficulties that ever stood in the way of progress and civilization.

Alone and unaided no single merchant is able to change adverse circumstances. The great numbers who go down to defeat in oblivion and bankruptcy are almost invariably men who fail to realize the absolute necessity of organized effort for the prosperity of any trade or industry.

No one in his senses questions today the gravity of the economic situation. Some are terrified by it and become victims through pessimism. Others unite their forces with their fellows in business associations. In virtue of the power of suggestion and the inspiration of solidarity, they are able to go back from conventions to their homes and solve the problems which threaten to ruin their enterprises.

The more than five hundred hardware dealers who assembled in the Rome Hotel, Omaha, Nebraska, for the twentieth annual convention of the Nebraska Retail Hardware Association, held February 1, 2, 3, and 4, 1921, were imbued with the courage of numbers.

Consequently, they approached the subjects presented for their consideration during the sessions with confidence in their ability to issue victors in the struggle for economic readjustment.

The convention was opened by President W. W. Bass, who declared that "the problems we have to face this year are different from any that we have been called upon to meet before.

"We need to get together in a convention of this kind to hear speakers who have made a special duty of conditions, and to get a full and free discussion by the dealer.

"We hear remarks made by our farmer customers every day that prices on their commodities are too low, while prices on those which they have to buy are as high as ever. These problems need attention and adjustment.

"The merchant who depends on himself for all of

his ideas and information is apt to run short, or miss many of the good things which are of vital importance to his business at this time."

Following the official opening of the convention by President W. W. Bass, the assembly sang "America."

Then a strong invocation was made by the Reverend Edwin Hart Jenks, D. D., Pastor First Presbyterian Church, Omaha, Nebraska.

The address of welcome to the delegates was made by the Honorable Edward P. Smith, Mayor of Omaha, who extended a cordial greeting to the members of the Nebraska Retail Hardware Association.

Mayor Smith took pride in calling attention to the numerous advantages of the city of Omaha from the point of view of business, transportation, and social diversion.

At the conclusion of Mayor Smith's speech of welcome, presentation of a gavel was made to S. R. Derryberry, of North Platte, Nebraska.

The report of Secretary-Treasurer George H. Dietz was received with flattering attention by everyone in the audience. He is of a naturally sanguine temperament and refuses to permit himself to be depressed by any untoward set of conditions.

In his annual report he did not minimize the seriousness of many aspects of this reconstruction period

through which we are passing.

Beyond doubt; Secretary Dietz is capable of making as accurate a diagnosis of the prevailing industrial ills as any economic specialist of the country.

But he does not stop at the diagnosis. He is not satisfied with determining the nature and cause of the illness. Immediately he seeks to devise and succeeds in working out an adequate remedy to give power and finality to his diagnosis.

In the judgment of Secretary Dietz, the remedy is not difficult to compound nor hard to take.

He points out in his annual report that "the spirit of closer cooperation between the hardware manufacturers, the wholesale men and the retail hardware merchants must come into force in order that the prices to the consumer may be reduced.

"At this time," said Secretary Dietz, "the farmer

**THE hardware and allied industries include manufacturers, jobbers and retailers. This is merely another way of saying that retailers, jobbers and manufacturers are dependent upon one another for progress and success. It is not enough that the manufacturers preach and practice cooperation in their own association. It is not sufficient that the jobbers or the retailers speak about cooperation in their gatherings and make effort to work together for the good of their part of the industry.**

**As Secretary-Treasurer George H. Dietz of the Nebraska Retail Hardware Association so clearly phrases the matter, to bring about a desirable state of affairs there must be a complete cycle of cooperation.**



has upon his hands the major portion of his last year's crops. It is for us to assist him in the reduction of our prices so that they will conform to his financial conditions.

"Manifestly, this desirable state of affairs can be brought to pass only by a complete cycle of cooperation. The retailer alone can not carry it to a successful issue. There must, therefore, be full, friendly, and earnest cooperation between all the factors of production and distribution."

Following the helpful and inspiring report of Secretary-Treasurer George H. Dietz, came an address by Guy E. Reed, of Lincoln, Nebraska, on the topic: "New Points in the 1920 Income Tax."

The afternoon of the first day of the convention was spent by the hardware men in visiting the hardware exposition at the Municipal Auditorium.

During the second day of the convention, J. Clark Coit, of Omaha, in addressing the convention on the topic of "Market Conditions," said that there is not much chance of an immediate reduction in the price of hardware. Notwithstanding this, however, he predicted a busy year for hardware dealers throughout the country.

Other speakers scheduled on the convention program for Wednesday, February 22nd, were Matthias Ludlow, President National Retail Hardware Association, and Herbert P. Sheets, Secretary National Retail Hardware Association.

An excellent talks was given by H. A. Squibbs of American Steel and Wire Company, Chicago, Illinois, in which he pointed out that optimism is the guide to success in retail business today.

"Every business has its trouble these days," he said, "and the only cure or relief is to hustle. Business is to be had. Go after it. Be cheerful and hustle and you will win."

The entertainment features of the twentieth annual convention of the Nebraska Retail Hardware Association were pleasantly designed and carried out to the satisfaction of everyone concerned.

Thursday evening, February 3rd, at 8:00 o'clock all the members of the Association and their ladies assembled in the parlors of the Chamber of Commerce, Fourteenth and Farnam Streets, as guests of the Omaha Hardware Club for a social evening. An exceptionally good musical program was carried out, followed by refreshments and dancing. It was estimated that more than six hundred persons availed themselves of the hospitality of the Omaha Hardware Club and thoroughly enjoyed the evening's entertainment.

### **Tell Salesmen When They Have Done Well.**

When one goes to a football game, he knows what the rules of the game are.

He knows that one eleven is going to try to place the ball at the extreme end of the field, and that the other eleven is going to attempt to place it at the other end of the field, and there is a time limit on the game, otherwise, there would be no interest in the game of football.

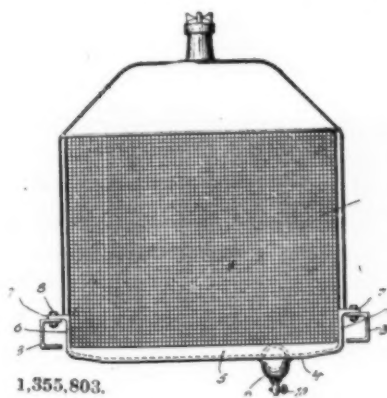
If the two elevens simply were asked to stand up and battle for an hour or two, the team that had the largest number of men in the best physical condition, at the end of that period, would win.

Just so is it with the sales force of the ordinary organization.

They come down every day to battle. If they had some means of knowing when they had battled well, some means of knowing when and how they could establish an increase in their salary, through their own effort, retail distribution would be increased.

### **Obtains Patent for Cross Brace Radiator Base and Reservoir.**

United States patent rights have been procured by Henry P. Arndt, Richmond Hill, New York, under number 1,355,803, for a cross brace radiator base and reservoir for motor vehicles described herewith:



In a motor vehicle, in combination with the side frame members of the chassis, a radiator and a pan like radiator base forming a part of the radiator system and also forming a rigid cross brace between the said side frame mem-

bers, said radiator setting within and closely engaging the inner side walls of said base.

### **Gets News and Knowledge From AMERICAN ARTISAN.**

TO AMERICAN ARTISAN AND HARDWARE RECORD:

There is always a lot of good news in your paper as well as valuable knowledge. I get a great deal of benefit from every issue of your journal. In fact, I can not afford to miss a single number because every week there is something worth while for me in its pages.

L. GULDAMAN,

Hoboken, New Jersey, January 31, 1921.

### **Trade-Mark Is Registered for Automobile Radiators.**

The Binkley Company, Oklahoma, Oklahoma, has been granted United States Patent Office registration, under number 135,548, for the trade-mark depicted herewith. No claim is made to the representation of the radiator or the words "Automobile Radiators" except as shown. The particular description of goods to which it is applied is automobile radiators and structural radiator parts. The Company claims use of this trade-mark since February 5, 1920.



## *Mountain State Hardware and Implement Association, in Convention Assembled, Urges Greater Efficiency.*

*This Will Be a Good Year for Hardware and Farm Implements, but Dealers Must Use More Intensive Salesmanship.*

The nineteenth annual convention of the Mountain States Hardware and Implement Association was held at the Brown Palace hotel in Denver, Colorado, January 25 to 27 with a record attendance. About 300 dealers were present and every one seemed to be of the opinion that business would soon start to move upward again and that 1921 would be a good year for hardware and farm implement merchants, but that business would not come as easily as it had during the past few years. Business will be obtainable, but it must be gone after and it will take a lot of good hard work to land it.

Governor Oliver H. Shoup of Colorado opened the convention with an address of welcome in which he pointed out that it was his opinion that the year 1921 would be a great year for business if the American business men keep their head and keep their feet on the ground. He further stated that he had great confidence in the business men in this country if they were let alone.

"This is the time for business men and individuals to have courage and to be hopeful and to exercise the highest efficiency in their business and private life," said A. C. Foster, president of the Bankers' Trust Company of Denver and a director in the Federal Reserve Bank, in addressing the convention.

He summed up his observation of the financial and business situation in the United States, gathered from his personal knowledge and his talks with bankers and business men in a recent trip to Washington and New York.

"The territory served by the Denver branch of the Federal Reserve Bank of Kansas City, which includes Colorado and northern New Mexico, appears to be in a very favorable position," continued Mr. Foster, "as compared with some other parts of the country.

"In fact, this is one of the bright spots in the United States so far as financial conditions are concerned. While money has been tighter in this section than in the past decade yet our condition has been easy as compared with the deplorable conditions in other sections of the country.

"There is now a much more cheerful feeling among bankers and business men, and the belief prevails that

general liquidation of commodities has about run its course.

"Many merchants have written off their losses and have sold their merchandise stocks at or near replacement values, and they, of course, have reason to look forward to more or less normal business, so far as their welfare and profits are concerned. But they can not expect to make the large and abnormal profits they have made, in the last two or three years, particularly."

President Charles H. Wohrer, in his address, made recommendations for a permanent association headquarters, to be cared for by a salaried secretary; for vice presidents in each of the four states included in the association—New Mexico, Utah, Colorado and Wyoming—and that the president's term of office be lengthened to two years instead of one as in that way the officer would have a better chance really to do something for the Association on a larger scale than were he in office but one year.

He further stated that there has been and still will be price reductions, but that merchants needed to keep up their stocks and should go right ahead with their business and work hard for better trade. He urged those attending the convention to study their trade journals for that offered one of the

very best ways of keeping abreast of the present rapidly changing times.

"Don't get the 'blues' and don't talk hard times," warned Mr. Wohrer. "Everything is fine. Just keep your eyes fixed on the East and pretty soon you will see the light coming up and a new day will be born and good times will be upon us before we know it."

During his talk he brought up a number of points, which he stated he merely mentioned in order that those present might think about them and they could arrive at any conclusions relative to them that they cared to. They were as follows:

1. Shall the present system of distribution be maintained, or shall it be changed so that goods will be sold direct from producer to consumer at one step? He said that he did not think that such would ever be possible, but that wholesaler, jobber and retailer would

**T**HERE is a more cheerful feeling among bankers and business men with reference to the industrial situation. The belief is spreading that general liquidation of commodities has about run its course.

The convention of the Mountain States Hardware and Implement Association held in Denver, Colorado, gave voice to this encouraging view of economic conditions in every session of its three days' meeting.

The delegates were all of the opinion that this year is going to be a good year for hardware and farming implements. They realized, however, that the prosperity of the trade depends largely upon intensive salesmanship and continuous service.



also be necessary.

2. What will be the effect of the centralization of wealth that seems to be taking place in this country? He said he felt that if a crisis ever arose in the matter the United States would take care of it as it has everything else in the past.

3. Taxes. He said many did not like the present system, but that none offered any better one.

4. Insurance. He declared that the Mutuals had said the last word along this line.

5. Three essentials in business are brains, capital and labor and the mixing of the three spelled success while the lack of any one in any business meant failure.

6. Articles sold by hardware merchants should be standardized.

7. Business men should take an interest in politics and help get the right men in office and the right kind of laws enacted.

On the first night of the convention, January 25th, the Hardware, Implement, and Paint Club, a Denver organization composed of 250 prominent wholesalers and jobbers of hardware, implements, and paints, entertained the delegates and their wives at an "open house" and general good time in the convention room at the Brown Palace. A motion picture was presented by the Plymouth Cordage Company.

The report of Secretary W. W. McAllister showed that the year 1920 had been the Association's most successful year and that at present there are 300 members in good standing in the organization. Fifty-four members were taken in last year with 175 new members since 1918. His report also showed that the Association had more money in the bank at the end of 1920 than at any other time in its history.

During the morning session of the second day Matthias Ludlow, President of the National Retail Hardware Association, spoke on "Excess Profits," and L. T. Minehart, of Denver, President of the National Paint and Varnish Association, addressed the convention on "Cooperating Features of the National Paint Organizations."

Mr. Ludlow very aptly summed up the benefits of the National Association by first giving a list of helps received from being a member and telling what such assistance would cost if secured from some corporation of experts in business for that purpose. Then he pointed out how it could be procured by merely belonging to the National Retail Hardware Association and paying the small sum each year required for dues.

In Mr. Minehart's talk it was pointed out that but one-fourth of the surfaces that needed painting in this country were painted, showing that a big field in which to sell paint was wide open for the hardware men engaged in selling paints.

At noon there was a luncheon at the Savoy hotel for the ladies of the Association and of the Hardware, Implement and Paint Club auxiliary.

H. J. Hodge, Secretary of the Western Implement, Vehicle, and Hardware Association, addressed the convention during the afternoon session of the second day. He stated that there was business ahead for the farm implement dealers, but that it would take much harder work in closing sales during the coming year than it has in the last several years.

E. D. Holmes, of Casper, Wyoming, was elected president of the Mountain States Hardware and Implement Association at the closing session Thursday morning, January 27.

Lew Wallace, of Monte Vista, was elected vice-president for Colorado; W. C. Raabe, of Albuquerque, vice-president for New Mexico; Wilbur Kroll of Powell, vice-president for Wyoming, and Mrs. Madeline Flaherty of Arvada, Colorado, matron. W. W. McAllister, of Boulder, Colorado, was retained by the board of directors as secretary-treasurer.

The principal speaker of the Thursday morning session program was Dr. Charles A. Lory, president of the State Agricultural College at Fort Collins, Colorado. President Lory addressed the assembled delegates on farm bureaus. He urged a closer bond of cooperation between the farm bureau and the implement dealers.

C. I. Buxton, Secretary of the Minnesota Implement Mutual Fire Insurance Company, talked on mutual insurance.

There was no convention program for Thursday afternoon, members being afforded an opportunity to visit the Hardware, Implement, and Paint Club headquarters. This club had full charge of the entertainment of the visiting delegates during their stay in Denver.

Wednesday evening the Hardware, Implement, and Paint Club was host to the hardware and implement merchants and their wives at a banquet and entertainment given in the tea rooms of the Daniels and Fisher store, which was attended by nearly 1,000 people. An informal dance was held for Association and Hardware, Implement, and Paint members on Thursday night in the ball room at the Brown Palace hotel, which affair was well attended.

Comprehensive reductions in prices of hardware to the consumer and retailer on many important commodities were announced during the convention by delegates and salesmen attending the convention. The new prices are being quoted on articles, staple in every household, and will prevail in spite of the fact that manufacturers say there has been no appreciable lessening of the price of steel and raw material. "What little drop has been noticeable has been more than absorbed by high freight rates," they say.

The convention went on record as being against signing priceless contracts. Also that all implement manufacturers should furnish prices before making shipments.

The gist of resolutions passed at the convention is as follows:

An exchange bureau shall be established in order that members of the Association may exchange goods with each other. The secretary is to have full charge of this department and will send out lists to members every two weeks or once a month as he sees fit.

A two year term for the president as suggested in ex-President Wohrer's address was not adopted, a resolution being passed against it.

The convention emphatically expressed disapproval of the practice of C. O. D. repair shipments, still persisted in by some manufacturers.

It was recommended that the practice of cash deposits on tractors be abolished.

Cancellations should be resorted to only when absolutely necessary.

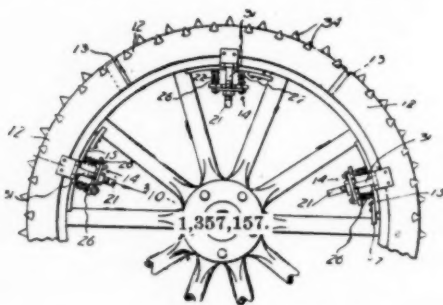
The Association indorsed the entering of Colorado by the Retail Hardware Mutual Fire Insurance Company, of Minneapolis; the Hardware Dealers' Mutual Fire Insurance Company, Stevens Point, Wisconsin, and the Minnesota Implement Mutual Fire Insurance Company, Owatonna, Minnesota.

The Hardware, Implement, and Paint Club was thanked in the resolutions for the entertainment it provided which did much toward making the 1921 convention of the Mountain States Hardware and Implement Dealers' Association the big success that it was.

### ***Tire Protector Is Patented.***

United States patent rights have been secured by Willard E. Everett, Berkeley Springs, West Virginia, under number 1,357,157, for a tire protector described in the following:

A tire protector comprising a sectional casing engageable over the tire, a spring clamp engageable with the wheel felly, adjustable means connected to the



clamp for engagement with the spokes of the wheel and means secured to the casing and detachably engaging the spring clamp for removably holding the casing in position.

### ***Reinforcing Wire Used for Fencing at Big Quartermaster Depot.***

Large quantities of six and seven-foot wide reinforcing wire in the hands of the U. S. Army Quartermaster Corps at the close of the war were considered almost worthless, until Colonel L. D. Cabell, commanding officer at the Jeffersonville, Indiana, Quartermaster Depot, where immense stocks of supplies are in storage in buildings of a more or less temporary kind and therefore also more or less insecure, many of which are a considerable distance from the group of permanent warehouses and located between railroad tracks and public highways, conceived the happy idea of utilizing this wire for fencing purposes, so as to keep lightfingered "knights of the road" away from these buildings.

The wire was immersed in a bath of red roofing paint and stretched on heavy fence posts. It was found necessary, after several attempts to stretch a whole roll, to cut it in lengths of approximately fifty feet. Ordinary fencing staples were used for attaching the wire. On the posts were nailed two-foot arms projecting outward and upward at an angle of approx-

imately 135 degrees and on these arms six rows of common barb wire were stretched, thus making it well nigh impossible for any one to climb over the fence, or to break through it unless he used heavy wire cutters.

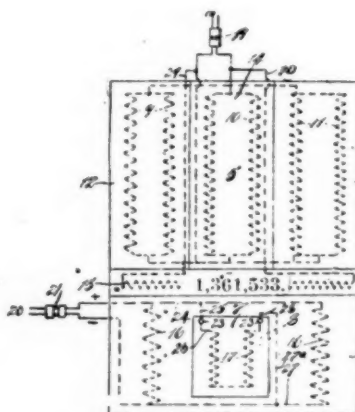
This style of fence was built around one section of about ninety acres, on which there are fifty sheds constructed of corrugated sheets over steel and lumber frames, each building being 66 feet wide and six hundred feet long.

Another group of buildings thus fenced in consisted of wooden sheds, about thirty in number used for the storage and repair of auto trucks and touring cars.

The Quartermaster Corps is at present engaged in converting many articles to serve other purposes than those for which they were originally intended and is thus saving large expenditures for the future as well as keeping these articles from being thrown into the open market whereby serious price fluctuations might be caused.

### ***Patents Automobile Hood and Radiator Cover.***

Under number 1,361,533, United States patent rights have been granted to George T. Newell, Jr., Beverly, New Jersey, for an electrically heated automobile hood and radiator cover, described in the following:



A radiator cover for motor vehicles having an opening and an apron to cover same arranged to be moved to uncover said opening, means to separably connect said apron and radiator cover, electrical resistances within the radiator cover, electrical resistances within said

apron, and means to automatically connect the resistances in said apron to the leads for the resistances in the radiator cover when said apron is fastened to the cover to close the opening therein.

### ***Trade Opportunities in Foreign Lands.***

The Bureau of Foreign and Domestic Commerce through its Special Agents, Consular Officers and Commercial Attachés, is receiving information of opportunities to sell hardware and kindred lines in several foreign countries. Names and locations will be supplied on request to the Bureau in Washington or its District Offices. Such requests should be made on separate sheets for each opportunity, stating the number as given herewith:

34351.—A commercial agent in Spain desires to secure the representation of firms for the advertising and organizing of sales offices for the sale of agricultural, hardware and cutlery, saws, washing machines for home use, gas and electric cooking ranges, paints and varnishes, table knives and forks and labor-saving devices of all kinds. References.

34369.—An importing firm in Mexico desires to receive



quotations f. o. b. New York or San Francisco for immediate delivery of galvanized barbed wire and staples, nails, tin plate, steel and lead bars, hinges, wood screws, anvils, tools of various kinds, window glass, scales, grindstones, etc. Correspondence should be in Spanish. Catalogues in Spanish are requested. References.

34386.—A cooperative association in Spain desires to purchase hardware on consignment. Quotations should be given c. i. f. Spanish port. Correspondence should be in Spanish. References.

## Coming Conventions.

Oklahoma Hardware and Implement Association, Oklahoma City, February 8, 9 and 10, 1921. W. B. Porch, Secretary-Treasurer, Oklahoma City, Oklahoma.

The Michigan Retail Hardware Association, Grand Rapids, Michigan, February 8, 9, 10 and 11, 1921. Arthur J. Scott, Secretary, Marine City, Michigan.

North Dakota Retail Hardware Association, Fargo, North Dakota, February 8, 9, 10 and 11, 1921. C. N. Barnes, Secretary, Grand Forks, North Dakota.

Pennsylvania and Atlantic Seaboard Hardware Association, Incorporated, Convention and Exhibition, Philadelphia Commercial Museum, Philadelphia, February 8, 9, 10, 11, 1921. Sharon E. Jones, Secretary, 1314 Fulton Building, Pittsburgh.

Southern Stove Manufacturers' Association, Hotel Seelbach, Louisville, Kentucky, February 14 and 15, 1921. W. H. Cloud, Secretary, 216 Glendora Avenue, Louisville, Kentucky.

Illinois Retail Hardware Association, Hotel Sherman, Chicago, Illinois, February 15, 16 and 17, 1921. Leon D. Nish, Secretary, Elgin, Illinois.

California Retail Hardware and Implement Association, San Francisco, California, February 15, 16 and 17, 1921. LeRoy Smith, Secretary, 112 Market Street, San Francisco, California.

Minnesota Retail Hardware Association, St. Paul Auditorium, St. Paul, Minnesota, February 15, 16, 17, 18, 1921. H. O. Roberts, Secretary, Metropolitan Life Building, Minneapolis, Minnesota.

Ohio Hardware Association, Columbus, Ohio, February 15, 16, 17 and 18, 1921. Hotel Headquarters, Deshler Hotel, Exhibition in Memorial Hall. James B. Carson, Secretary, Dayton, Ohio.

New England Hardware Dealers' Association, Mechanics' Building, Boston, Massachusetts, February 21, 22 and 23, 1921. George A. Fiel, Secretary, 10 High Street, Boston, Massachusetts.

Virginia Retail Hardware Association, Petersburg, Virginia, February 22, 23 and 24, 1921. Thomas B. Howell, Acting Secretary, Richmond, Virginia.

Michigan Sheet Metal Contractors' Association, Hotel Durant, Flint, Michigan, February 22, 23 and 24, 1921. F. E. Ederle, Secretary, 1121 Franklin Street, S. E., Grand Rapids, Michigan.

Iowa Retail Hardware Association, Savery Hotel, Des Moines, Iowa, February 22, 23, 24 and 25, 1921. A. R. Sale, Secretary-Treasurer, Mason City, Iowa.

New York State Retail Hardware Association, Rochester, New York, February 22, 23, 24 and 25, 1921. John B. Foley, Secretary, 607 City Bank Building, Syracuse, New York.

South Dakota Retail Hardware Association, Sioux Falls, South Dakota, February 22, 23, 24, 25, 1921. H. O. Roberts, Secretary, Metropolitan Life Building, Minneapolis, Minnesota.

Sheet Metal Contractors' Association of Illinois, Quincy, Illinois, April 6 and 7, 1921. Frank I. Eynatten, Secretary, 1317 South Washington street, Peoria, Illinois.

National Warm Air Heating and Ventilating Association, Cleveland, Ohio, April 19 and 20, 1921. Allen W. Williams, Secretary, Columbia Building, Columbus, Ohio.

Western Warm Air Furnace and Supply Association, Sioux City, Iowa, May, 1921. John M. Hussie, Secretary, Omaha, Nebraska.

Panhandle Hardware and Implement Association, Amarillo, Texas, May 8, 9 and 10, 1921. C. L. Thompson, Secretary-Treasurer, Canyon, Texas.

Hardware Association of the Carolinas, Charlotte, North Carolina, May 10, 11, 12 and 13, 1921. T. W. Dixon, Secretary-Treasurer, Charlotte, North Carolina.

Southeastern Retail Hardware and Implement Association (composed of Alabama, Florida, Georgia and Tennessee), Atlanta, Georgia, May 17, 18, 19 and 20, 1921. Walter Harlan, Secretary, 701 Grand Theater Building, Atlanta, Georgia.

Mississippi Retail Hardware and Implement Association, Great Southern Hotel, Gulfport, Mississippi, June 14, 15, and 16, 1921. E. R. Gross, Secretary, Agricultural College, Mississippi.

Sheet Metal Contractors' Association of Ohio, Hotel Gibbons, Dayton, Ohio, July 19, 20, and 21, 1920. William J. Kaiser, Secretary, 123 East Chestnut Street, Columbus, Ohio.

## Retail Hardware Doings.

### Arkansas.

The Owens Hardware Company have opened a branch store at Star City.

### Iowa.

A. K. Cliff sold his interest in the hardware business at Algona to George Cole.

### Kansas.

E. E. Krebbiel and Oscar Linn of Enterprise have purchased the hardware, furniture and implement business of the Shocky Hardware Company at Riley.

O. W. Butteroff has sold the implement company bearing his name at Mound Valley to J. H. Miller of Hammond.

Minnick and Taylor have moved their hardware store into the newly remodeled room one door south of their corner location at Abilene.

### Michigan.

Spears and Scofield sold their hardware store at Albion to H. C. Menke and E. J. Weeks.

Alpena Hardware Company has purchased the Steele Hardware Company at Onaway.

### Minnesota.

Wilkes and Schmidt, hardware dealers at Isle, dissolved partnership. Henry J. Schmidt continues the business.

O. C. and L. C. Bergan purchased the Høglund Hardware store at Willmar.

### Missouri.

O. G. Jones has traded his stock of implements and hardware in Versailles to John Beard of Barnett, who has taken charge.

Ross Morrison has purchased the post office lot and building at Greencastle and will erect a building thereon to be occupied by a hardware store.

The Middleton Mercantile Company sold its stock of hardware and implements in Wellsville to the R. Y. Smith Hardware and Implement Company.

### Montana.

S. G. Pettit sold his interest in the Rhoades and Pettit hardware business at Coffee Creek to his partner F. L. Rhoades.

### Nebraska.

E. N. Nielson bought a half interest in the Jacobson hardware store at Dennonberg.

Arthur Gibson sold his interest in the Mika and Gibson hardware store to his partner Victor Mika, Jr., at Friend.

Grandlund and Anderson have been succeeded in their hardware business at Holdrege by C. L. Granlund.

H. C. Buckendahl of Pierce has been succeeded in his hardware store by his sons Hugo and Otto Buckendahl.

R. A. Wyatt recently purchased a hardware store at Atlanta.

C. M. McCurdy has sold his hardware and implement business in Steinauer to W. E. Casner of Several, Kansas.

A. C. Ingram exchanged his stock of hardware to George W. Green for a farm and dairy west of Bloomington.

M. P. McClure and his son Frank took possession of the Polk hardware stock and business property at McCook.

Harry Kreider of Fairmont purchased the Miles Implement Warehouse.

### North Dakota.

Lais Brothers sold their hardware business to Beck and Hoffman at Mantador.

Albert Linn and B. J. LaRue purchased the I. J. Leonard hardware store at Grand Forks.

C. L. Holt and Company have been succeeded in their hardware business at Plaza by A. C. Dushinski.

### Oklahoma.

Lucas Hardware Company has increased its capital stock from \$20,000 to \$25,000 at Hobart.

The entire hardware fixtures of D. Ratber will be for sale at Pawhuska soon.

W. M. Lane has become an active partner of A. T. Morris in the firm of Morris Hardware Company at Coalgate.

### South Dakota.

O. T. Gratton will turn his hardware business over to his son, R. J. Gratton at Elkton.

### Texas.

The Houston Implement Company of Houston has been chartered with a capital stock of \$20,000 by A. H. Wiggins, H. P. Swisher, and F. Ray Ross.

### Wisconsin.

E. P. Lobre bought the Farmers Hardware store at Ashland from Carl Bartick.

A. J. Boehmer sold his interest in the Schoenwetter and Boehmer hardware store to his partner, Edward Schoenwetter, at Mayville.

Melvin Turk opened a hardware store at Soldiers Grove. Stanley Parrocki has opened a hardware store at 5031 Mitchell Street, at West Allis.

# Advertising Help and Comment

**Send Us Copies of Your Advertisements. Let Us Help You Get Bigger Results by Advice and Suggestions. The Service Is Free. Don't Hesitate to Take Advantage of It.**

Here is an advertisement which combines the news element with a touch of friendliness. It appeared in the *Davenport Times*, Davenport, Iowa, and occupied approximately the same amount of space

know Mr. Wright and produces the impression of a small but living organization of actually known human beings on those who are not yet his customers or friends.

There is a suggestion of intimacy

copy is that the 20 per cent discount is made plausible and persuasive by quoting the full price of the articles and then stating that the discount applies to that particular price.

## To My Friends and and Customers

Davis & Wright having dissolved partnership, I, Mr A. L. Wright of the firm will still continue the business of furnaces and sheet metal work at my home, 1728 Bridge Ave.

I will still handle the Superior and Round Oak Furnaces and repairs.

Mr George Herrick, our furnace man for the last 19 years, and his helper, Mr Joe Siefers, will attend to all work for the balance of the winter while I am in the south.

All telephone orders will be promptly taken care of. Telephone 702.

## A. L. Wright

as it does in the reproduction shown herewith.

The advertiser, A. L. Wright, is telling his friends and customers that the firm of Davis and Wright has dissolved partnership but that he will continue the business at his home 1728 Bridge Avenue.

A considerable part of the reputation of the firm was the result of the satisfaction which its customers derive from Superior and Round Oak furnaces installed by Davis and Wright.

It is, therefore, a matter of news to them and to prospective patrons to learn that Mr. Wright will continue to handle the same line.

The touch of friendliness is further enhanced by announcing that George Herrick, furnace man for the firm for the past nineteen years, and his helper, Joe Siefers, will attend to all work for the balance of the winter while Mr. Wright is in the south.

This text has the effect of familiar talk to those who already

and good feeling in the mention of the names of the furnace man and his helper. It brings the business of A. L. Wright closer to the people with whom he deals and gives it the power of acquaintanceship, which is a strong factor in advertising.

Old customers are pleasantly influenced by this feature of the advertisement and feel kindly disposed toward the business because they already know Mr. Herrick and his helper, Mr. Joe Siefers.

\* \* \*

The original of the Harned and Von Maur advertisement, shown herewith, occupied a space 9½ inches long by 2 columns wide in the *Davenport News*, Davenport, Iowa.

Consequently, the text was much clearer and the contrasting white space more conspicuous than in the accompanying half-size reproduction.

The unusual thing about this

Write Here: Lee: He'll Shop for You. **Harned & Von Maur** Store Hours Tomorrow: 8:30 to 9:00

**Just a few examples of the savings provided by our**

## Great 20% Discount Sale

**—in the dinnerware and home wares sections**

It will pay any woman who believes in economy to come to the fifth floor and note the many, many instances where home needs have first been heavily reduced in price and now may be had at a further reduction of 20%.

**For example —**

<b>Aluminum Ware—Your choice—</b> 8-cup percolators ..... 3.75 6-qt. preserving kettles ..... 1.20 4-qt. covered sauce pans ..... 3.25 Tuber cake pans ..... 3.25 1½ and 3-qt. rice boilers ..... 1.98 <b>20% less</b> <b>\$1.98</b>	now have an additional 20% off, making them <b>\$33.20</b> <b>Gray enamel ware—Your choice.</b> No. 60 tea kettles ..... 98c 10-qt. dish pans ..... 98c 10-qt. water pails ..... 98c <b>20% less</b> <b>98c</b>
<b>Bone Willow dinnerware—</b> A set for six people— 6 cups and saucers ..... 3.75 6 sauce dishes ..... 1.20 6 7-inch plates ..... 3.25 6 soup plates ..... 3.25 1 7-inch napkin ..... .85 1 sugar bowl ..... 1.75 1 creamer ..... 1.00 6 oatmeal dishes ..... 2.10 1 pickle dish ..... .85 Regular price ..... \$19.35 Reduced to \$17.50 less 20% <b>\$14.00</b>	<b>Preserving Kettles—</b> 6-qt. ..... 98c 8-qt. ..... 98c <b>20% less</b> <b>98c</b> <b>Blue enamel ware—Your choice.</b> 4-qt. Berlin kettles ..... 1.25 4 and 6-qt. sauce pans ..... 1.25 4-qt. covered pans ..... 1.25 6-qt. preserving kettles ..... 1.25 <b>20% less</b> <b>\$1.25</b>
<b>Other Bone Willow Sets—</b> With 100 pieces, regularly \$45 are reduced to \$41.50 and <b>20% less</b> <b>\$33.20</b>	<b>Shopping baskets—Extra. See grade.</b> \$5.25 ones for \$2.25 less 20% \$2.75 ones for \$1.75 less 20% <b>Clothes baskets—Fine closely woven willow baskets.</b> \$5.75 ones for \$3 less 20% <b>\$3.90</b>

**O. K. electric washers—Two styles priced at \$120 and \$92.50 now less 20%**

—Fifth floor, Harned & Von Maur.

**Harned & Von Maur**  
BOSTON STORE 1023

This enables prospective customers to calculate the actual savings by the direct method of deducting 20 per cent from the figures quoted.

\* \* \*

**Advertising Serves a Public Need.**

Advertising which is truthful, and which carries a message of useful goods or services to people who have need for them, serves a public need.

It tells people where to get what they need, and it suggests new and valuable things to the public.



# Warm Air Heating and Ventilating

*Better Installations. How to Sell More Warm Air Heaters.  
Reports of Progress in Warm Air Heater Research Work.  
Ventilating Factories, Garages, Theaters, and Houses.*

## ASKS ADVICE IN PROBLEM OF VENTILATION

TO AMERICAN ARTISAN AND HARDWARE RECORD:

Herewith I am sending you sketch of a canopy which is already installed.

The owner would like to have an exhaust fan put in to get all the rising steam out of the canopy.

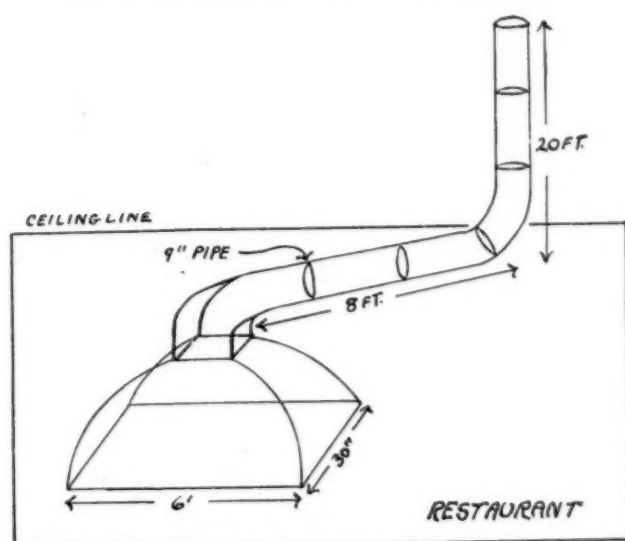


Diagram of Canopy for Which Ventilating Fan Is Desired.

I should like to ask some one who is more familiar with exhaust ventilation than I am where it would be best to put the fan.

I should like to use an eighteen inch exhaust fan but the pipe is only nine inches

Would this pipe have to be made larger?

I would be thankful for any advice or suggestions I may receive on this problem.

Respectfully yours,

A. W. JOHNSON.

Duluth, Minnesota, January 27, 1921.

## Emphasizes Importance of Correct Chimneys.

Here is some sound advice to installers, concerning chimneys, taken from the latest catalog of the Estate Stove Company, Hamilton, Ohio:

No other single factor is responsible for so many failures in heating as a defective chimney.

It must be impressed upon the prospective user that the heater itself has no draft—that the draft depends entirely upon the chimney flue.

(1) The chimney flue should extend from a point near the cellar floor to a point at least two feet above the highest projection of the roof. When neighboring buildings are higher, a chimney top or cowl should be provided.

(2) The chimney flue to which the heater is connected should not be used for any other purpose.

(3) The flue should be tightly closed about one foot below points at which the smoke pipe enters. A tight-fitting clean-out door should be placed in the flue just below the smoke-pipe opening.

(4) The area of the flue should remain uniform and it should not have offsets or bends. The interior surface of the flue should be clean and free from projecting mortar.

(5) The exposed sides of an outside flue should be built of two courses of brick.

(6) It is very important that the heater be connected to a flue the full size of the smoke-pipe collar on the heater.

(7) To overcome friction the following are the best internal shapes for chimney flues; first, round; second, square; third, rectangular.

(8) The width of a rectangular flue should never be less than half of its length. A flue measuring 8x12 inches is better than one measuring 16x6 inches, though the area is the same.

(9) A flue is not necessarily good because it will burn paper freely in the smoke pipe. If soot clings to the inside walls of the heater and the fire burns slowly, it is because the draft is poor.

(10) Before any complaint is made against the performance of a heater, the matter of the draft should be thoroughly investigated. One very common cause of complaint is having the smoke pipe project too far into the flue.

## Gilt Edge Folk Issue Folder of Bird Talk.

Anyone would be safe in wagering his entire year's income on the prophecy that everyone who gets a copy of the "Bird Talk" folder just issued by R. J. Schwab and Sons Company, Milwaukee, Wisconsin, will read every word of it from beginning to end.

Typographically, the "Bird Talk" folder is cleverly printed and illustrated. "There are a lot of mighty human characteristics about birds," says the folder. "Different people suggest different birds. There is a chap with a red neck tie and paste diamond who resembles a turkey gobbler."

The pessimist in the folder is likened to the raven—solemn, grim, everlastingly croaking.

The man who ignores things instead of facing them is compared with the ostrich. He's the fellow who gets bumped when things tighten up and he deserves it.

But the man who resembles the woodpecker gets the business. He keeps pecking away because he has persistence as well as diligence.

Copies of this clever booklet are being distributed

at conventions and mailed to customers of the firm. R. J. Schwab and Sons Company, Milwaukee, Wisconsin, will be glad to send a copy of "Bird Talk" to any dealer or installer who takes the trouble to write for it.

### **Offers Solution of Koerner's Smoke Pipe Problem.**

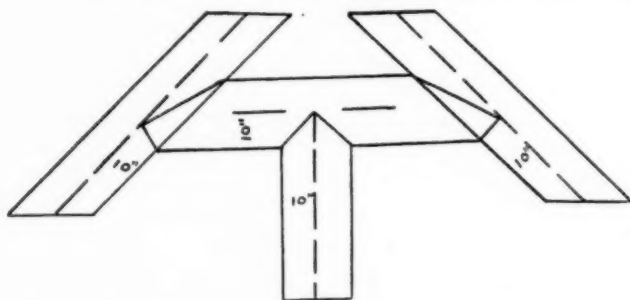
TO AMERICAN ARTISAN AND HARDWARE RECORD:

I have been looking over the sketch of the smoke pipe problem presented by Ig. Koerner of Du Quoin, Illinois, on page 24 of AMERICAN ARTISAN AND HARDWARE RECORD of January 15, 1921.

As near as I can determine, he leaves his furnace with a 90 degree elbow and runs on the level 20 feet through the outside wall. With another 90 degree elbow he turns 35 feet with 8 foot rise, then another 90 degree elbow into the flue.

I have had some few difficult problems myself in the heating line, but this fellow has quite a problem indeed. The extreme length and so many square turns in this case—I can see at a glance—create friction which will cut capacity easily one half.

I would suggest that he take the 35 feet of pipe



**Triple Tee Hood for Smoke Pipe Problem Solution.**

running to the flue, run it up perpendicularly and use the triple tee type of hood as this is the only type which the wind will not recoil into where it is against a wall as this case seems to be.

This method will remove 75 per cent of the friction now involved, and will prove the most economical in this case as he will only have the hood to make and the clamps or fasteners to hold it to the wall in an upright position.

This is the only solution I can see if it has to go to the outside wall in the manner described in January 15th edition of AMERICAN ARTISAN.

I am enclosing sketch of type of hood I have found best to use under such conditions.

Trusting this may be of service to him, I am

JOSEPH D. GRACE.

Elmer, Missouri, January 25, 1921.

### **Forecasts Prosperity in 1921.**

Material easing of the credit situation, a new and stable basis for business and increased production and employment are seen by Francis H. Sisson, vice-president of the Guaranty Trust Company of New York. He discussed the banking situation during and since the war at a recent meeting of the Pittsburgh Chapter of the American Institute of Banking at Pittsburgh. In discussing the outlook Mr. Sisson said:

"While the readjustment period through which we are passing is necessarily painful, the process is wholesome and beneficial, and, fundamentally, economic conditions in the United States are absolutely sound.

"The crops this year have been bountiful. Our transportation facilities have been vastly improved through increased efficiency under private control which has been equivalent to adding six hundred thousand freight cars to the railroad service.

"Such bettering of the transportation service is very vital, for the railroads are the arteries of our economic body and, if we would have credit—the life-blood of commerce—circulate freely and strongly, those arteries must not be permitted to harden or deteriorate.

"Another extremely important factor that is gradually but materially effecting a betterment in our industrial situation is increased efficiency per man among our laborers—since jobs have ceased to seek men and men are seeking jobs. The drones are being driven from our industrial beehives.

"As a consequence, we are beginning to increase our production at lower costs, which, as I have pointed out, is absolutely essential to maintain our export trade and preserve our prosperity.

"In view of all these factors, it would seem probable that an improvement in credit conditions will mark the early part of 1921, and that a new and more stable basis for business is in prospect. We should plan accordingly for the next twelve months with vision and courage—vision to see realities and act."

Mr. Sisson declared the banking structure to be absolutely sound. After calling attention to the gold supplies of the banks, he said:

"According to the report of the condition of 825 member banks as of November 12, 1920, their aggregate net deposits were about 10.2 times their reserve balances with Federal Reserve banks. If a 10 to 1 ratio of deposits to reserve balances is assumed for all member banks, the potential increase of \$771,560,530 in members' reserve deposits represents a potential increase in deposits held by members of about \$7,715,000,000.

"It is not suggested, however, that any such expansion of the credit structure on the basis of the existing free gold in the Federal Reserve banks should occur.

"The free gold is necessarily subject to considerable fluctuations, and it would be dangerous to expand credit at any time to the theoretical maximum limit. The figure is presented merely to show the conservatism with which the problem of bank credits is being met.

"In view of our fundamentally sound credit position, therefore, it would seem that what we need above all else now is a stabilization of prices at new levels that will bring consumers back into the market.

"And not until the readjustment has been carried through the list, and prices of basic commodities, such as steel and coal, recede and general retail prices fall to lower levels, can we find a new starting point.

"We need, then, to do everything in our power to get commodity markets stabilized as soon as possible and avoid the dangers of a prolonged economic depression."



# Practical Helps for Tinsmiths

*No Two Jobs Are Exactly Alike. Therefore, the Sheet Metal Worker Has to Meet Each Difficulty as It Comes. Send Your Problems to Us. Let Our Experts Help You.*

## PATTERNS FOR STILL.

By O. W. Kothe, Principal St. Louis Technical Institute and Instructor in the David Rankin, Jr., School of Mechanical Trades, St. Louis, Missouri. Written especially for American Artisan and Hardware Record.

Now and then sheet metal men are required to make a still for one purpose or another. These stills can be made in numerous designs, one of which is shown in the drawing herewith. Observe the body of still is merely a cylinder with a flaring top. This has a collar attached to it.

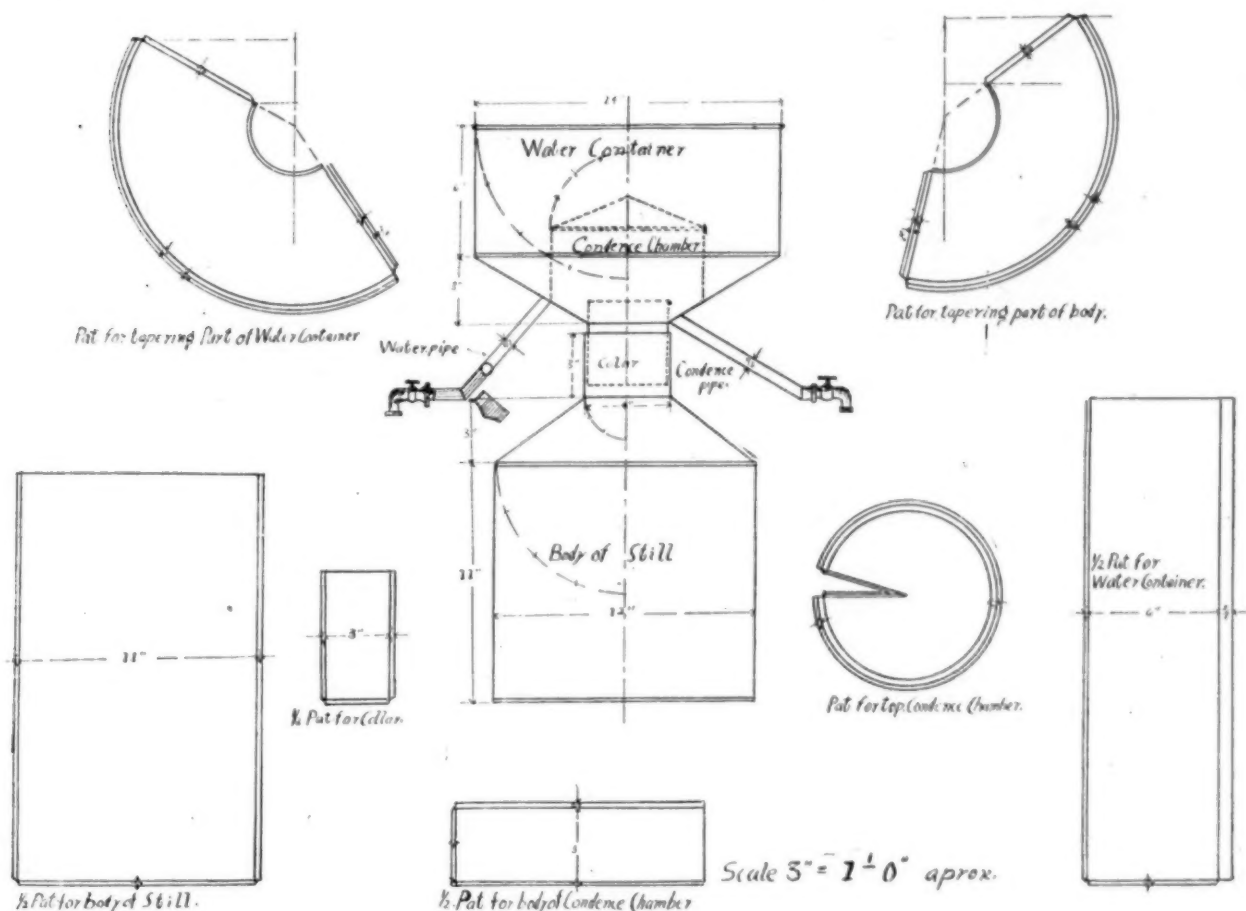
Patterns as required are very simple and really need no comment, in view of the multitude of similar fittings we have taken up from time to time.

## Attention to Duty Brings Success to Employees.

Duty is a mighty unpleasant word to a good many people.

It suggests discipline; and to most of us discipline is decidedly objectionable.

We are apt to look upon it as an echo of school



Patterns for Still.

Now the water chamber and condensing chamber form one body, only the condensing chamber is an inbuilt compartment.

The neck stands up a bit as a shoulder to retain the condensed water.

The water container helps chill the vapor and cools on the walls of the condensing chamber.

Vapor that condenses passes off in the half inch pipe.

Observe the collar of body and stem, and neck of water container must fit snug.

Stills are generally made of very heavy charcoal plated tin or copper as the condensed water seems to rust the light tin very quickly.

days, and unpleasant incidents therein.

Yet, after all, is there anything that the average man needs more than discipline—and, most of all, self discipline?

After all, the workman who devotes himself wholeheartedly to his employer's interests isn't making a needless, causeless or useless sacrifice.

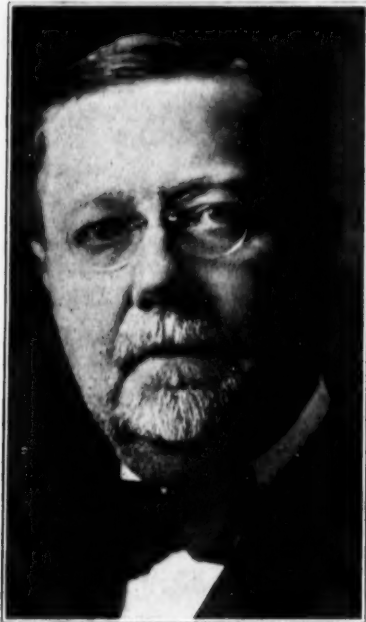
He may be giving up a passing attraction now and then; but he is laying, broad and deep, the foundations of a successful life.

There are a lot of little things that it will pay the employee to remember, for the very simple reason that the man who is careless of his employer's interests is apt in a very little while to become careless of his own.

# Convention of Sheet Metal Contractors' Association of Indiana Gives High Values to Those in Attendance.

*Moving Pictures and Lecture on the Manufacture of Sheet Steel Add to the Instructive Features of the Sessions.*

Remarkable for bigness of attendance and intensity of interest and enthusiasm was the second annual convention of the Sheet Metal Contractors' Association of Indiana, held February 2, 3 and 4, 1921, in Hotel Denison, Indianapolis, Indiana.



Joseph C. Gardner, President Sheet Metal Contractors' Association of Indiana.

Its sessions were packed to the limit with values of instruction, example, and experience for those in attendance.

In conjunction with the convention, an exhibit of sheet metal products was held. All the fixtures, partitions and railings of the exhibit were made of sheet metal, the top of the booths were made of fancy gutters and the up-rights of down

spouts, with ornamentation of corrugated elbows and gutter pipes. The railings were made of square furnace piping. All the material for this purpose was furnished free of charge by the local wholesale supply houses, while the actual labor was done by men from the local shops.

Great credit is due to the committee of the Jobbers' and Salesmen's Auxiliary not only for the success of the exhibit, but also for their indefatigable labors in promoting the convention.

**Wednesday, February 2, 1921.**

The opening session of the convention was called to order at 10:00 o'clock Wednesday, February 2, by Joseph Gardner, President of the Sheet Metal Contractors' Association of Indiana, who introduced Colonel J. B. Reynolds of the Indianapolis Chamber of Commerce. Colonel Reynolds made everyone feel perfectly at home in Indianapolis and gave a lasting impression of sincerity and hospitality.

After an appropriate response by President Gardner, special committees were appointed for the work of the convention as follows:

**Nomination Committee:**

Frank Doyle, Indianapolis;  
Charles Rundell, Fort Wayne;  
Charles W. Roland, Richmond;  
August Hartman, Terre Haute;  
E. S. Roberts, Gary.

**Auditing Committee:**

Homer Selch, Indianapolis;

A. H. Brand, Fort Wayne;  
Henry Rustholtz, Brookville.

**Resolution Committee:**

Joseph Mathingly, Indianapolis;  
A. W. Dudley, Terre Haute;  
Joseph Boehm, Indianapolis;  
R. F. Behringer, Richmond;  
Charles Tarpenning, Indianapolis.

**Apprentice Committee:**

Frank Sink, Indianapolis;  
William Huettnner, Gary;  
Harry Rybolt, Indianapolis;  
A. P. Schmidt, Evansville;  
John Kreidt, Fort Wayne.

**Grievance Committee:**

W. W. Manrow, Goshen;  
H. C. Koelinger, Fort Wayne;  
Charles Gatz, Gary;  
William Laut, Indianapolis;  
William A. Brown, Marion.

The afternoon session of Wednesday began with an exceptionally clear and informative address on the purpose and workings of the Salesmen's Auxiliary by E. W. Norman, President of the Jobbers' and Salesmen's Auxiliary to the Indiana Sheet Metal Contractors' Association. The full text of President Norman's address is herewith produced because it may well serve as a formula and guide for similar organizations now in course of formation or under consideration in other parts of the country.

**Address on the Purposes and Workings of a Salesman's Auxiliary by E. W. Norman, President of the Jobbers' and Salesmen's Auxiliary to the Sheet Metal Contractors' Association of Indiana.**

"The officers of the Sheet Metal Contractors' Association of Indiana in preparing a convention program have thought this an opportune time to have the sheet metal contractor and those from whom they purchase their requirements, learn more about this young growing organization, The Jobbers and Salesmen's Auxiliary.

"The personnel of the Auxiliary shown on the rosters that have been liberally distributed, is one in which we take much pride. If you have read it carefully you will at once conclude that this group of over one hundred members, recognized the apparent need of a helping organization. The officers of the Sheet Metal Contractors' Association of Indiana, first considered that to have an aggressive, helpful state organization, they must have a well scattered membership from every part of the state, and they knew of no better way of spreading their propaganda and getting this larger membership than through the jobbers and salesmen who are interested in those from whom they get their business. Primarily, therefore, the object of the Auxiliary is to aid the Sheet Metal Contractors' Association in enlarging its scope of activity.

"First, by getting the various cities and towns to organize local associations.

"Second, by getting local associations and indi-



vidual concerns to become affiliated with the state and national associations.

"Third, by urging that association meetings take up such subjects and problems as are of such mutual interest as to command the attendance of its membership.

"Secondarily, but not less important is another subject, namely, to work with sheet metal contractors in the solution of their problems, whenever possible. There are many ways the Auxiliary can help you along this line. One way especially comes to my mind—by promoting and encouraging a more friendly, trustful relation between competitors, also by encouraging the exchange of opinions on matters of mutual interest that vitally concern their business.

"This object is a broad one and could be dwelt upon at length, for there are many ways in which the

Auxiliary can help in the solution of many of the problems of the sheet metal contractors.

"The Indiana Auxiliary has a grievance committee appointed for the purpose of helping dispose of such problems as the unfair distribution of such merchandise as you may require, or any other matters that might concern members of both organizations. You are earnestly requested to take up such problems by writing the Secretary of the Auxiliary who will refer



E. W. Norman, President Jobbers' and Salesmen's Auxiliary to the Sheet Metal Contractors Association of Indiana.

it to the proper committee for consideration.

"Another object is to help in the entertainment features of the annual convention. This help financially and otherwise makes it possible for any sheet metal association to entertain the annual convention at a minimum of expense to themselves.

"Now that we have tried clearly to define the real objects of this 'fast growing' organization, it is well that you definitely and finally understand that this organization is not attempting to lay down any fixed rules or practices to govern the conduct of your business. Neither do we want any voice on subjects that concern solely the Sheet Metal Contractors' Association.

"It is not seeking any authority in the Sheet Metal Contractors' Association and wants only to be considered as a helping organization originated and maintained especially to help build up a sound, stable, aggressive organization for the betterment of the sheet metal business.

"Our membership will continue to recommend and

urge that sheet metal contractors become identified with local, state and national associations.

"Less than six months ago a small group of men organized the Indiana Auxiliary. It is only necessary to scan our January roster which contains one hundred names and add thereto twenty-five more names, to realize just how it has grown.

"As President of this organization which I am justly proud of, I want to say that there was never gathered together a better working membership. Busy men when called upon to do their bit respond without hesitation or excuse.

"Has the Auxiliary accomplished anything? Ask any Indianapolis sheet metal contractor. I am sure he knows and has the answer. It is apparent to all that the better we know the business in which we are engaged, the more successful we are apt to be.

"It is a well known fact that many of the essential things necessary to success in the sheet metal contracting business are overlooked in your 'mad rush' to get a shop of your own. These important requisites are often learned by affiliating with associations of Sheet Metal Contractors, organized for the betterment of their business.

"Trade papers should be read carefully and more important issues should be filed for future reference. Many times the salesman finds a number of issues lying about his customer's desk unopened. Every Auxiliary member should remind his customer of the importance of not only subscribing to these papers but of reading them as well, as they usually contain articles of essential importance to his business.

"It is somewhat up to the sheet metal contractor as to the limitations of what the Auxiliary will accomplish. We must have your support and cooperation if we continue to grow. President Gardner and Secretary Reeder of the Sheet Metal Contractors' Association of Indiana have been ex-officio members of the Auxiliary ever since its beginning and the Auxiliary membership is much indebted to these men who have so generously given their time in helping to make the organization a success.

"There are so many problems coming up this year that particularly strike the sheet metal industry that it certainly behooves us to continue our cooperation. Paramount of all is the labor situation. In this perplexing problem we feel that the more conservative element of your workmen will be in evidence and a satisfactory arrangement will be consummated.

"We hope to see some radical departures from some customs established the last few years. It would be gratifying if the specialist or agent could be eliminated in many lines that rightfully belong to sheet metal contractors. We find fire doors are largely being sold by agents and installed by 'jack of all trades.' Furnaces are sold by furniture dealers on such liberal terms as fairly to stagger the legitimate furnace dealer. Metal ceilings and metal trim are put in place by most anyone who cares to figure.

"Tin plate as a roofing material has sadly fallen behind cheap, shoddy roof coverings for the want of better cooperation between the manufacturers and the metal roofer.

"City ordinances in many cities and towns need

complete revision or amendments that will provide better sheet metal and furnace workmanship.

"There are so many matters of much importance, directly affecting your business, that we should get ready for that construction period which is sure to come. Let us be 'all set' ready to turn the work right-fully belonging to the sheet metal contractors into its right channel.

"In conclusion, I want to ask you to become better acquainted with one another at this convention. Learn to know the good things about the competitor. Overlook his faults long enough at least to get him into an association where he can learn better business ethics. If he is one of those fellows who has no 'overhead' help him get next to himself. Help him get a better commercial standing. Ask the salesman that calls on you, if he is a member of the Auxiliary. If not, why not. Help us increase our membership one hundred per cent before January, 1922.

"Last—and best of all—Secretary Reeder is confidentially expecting to see the Sheet Metal Contractors' Association of Indiana become the largest in the country. Will we help him put it over? Yes! Let's go!"

At the close of Mr. Norman's interesting address came the report of Joseph C. Gardner, President of the Sheet Metal Contractors' Association of Indiana which is substantially as follows:

**Annual Address of Joseph C. Gardner, President of Sheet Metal Contractors' Association of Indiana, Delivered to the Convention in Indianapolis, February 2, 1921.**

"About a year ago a small group of Sheet Metal Contractors from various parts of the State and Officials of the National Sheet Metal Contractors' Association assembled in this city to organize a State Association. After an all day session, an organization was perfected, officers elected and a Constitution adopted. The meeting adjourned to assemble again in Indianapolis, Indiana, during February, 1921.

"During the session remarks were made about the Jobbers and Salesmen forming an Auxiliary to co-operate with the members of the State Association and assist in forming a large state association. At that time little was thought about an Auxiliary ever being of such assistance to the Sheet Metal Contractors' Association, but it seems that this was another case of where there is a will there is a way.

"Several of the Jobbers and Salesmen became busy and enlisted the assistance of their fellow Jobbers and Salesmen and today the Auxiliary of Indiana has the largest membership of any like association of any state of the Union.

"During the past year a meeting was called of the Officers and Directors of the State Sheet Metal Contractors' Association and amongst the business transacted it was decided to hold the annual convention during the first week in February.

"The assistance of the members of the Auxiliary was requested by the Officers and Directors of the State Sheet Metal Contractors' Association and at a meeting it was decided that the two associations form one large working organization to help further the success of the Convention. It was also decided that an exhibition of the goods of the various jobbers

affiliated with the sheet metal trade be held at the same time as the State Convention, and the news was spread broadcast throughout the State and adjoining States.

"The Convention will be of great assistance to members attending, providing they take active part in the proceedings, and it is desired that all members take part in discussion that may arise and also make use of the question box.

"The last half of the past year has been a strenuous time for every manufacturer and merchant and all contracts and agreements should be entered into with caution, as it is impossible to say what the year of 1921 may bring, but it is to be hoped that business and financial affairs will soon return to a stable basis, so that every one will know where they and their cus-



**E. B. Langenberg of Haynes-Langenberg Manufacturing Company, St. Louis, Missouri, Who Spoke at the Convention on "Cost System."**

tomers stand, as the present uncertainty is very trying.

"The base price of all metals seems to have reached their lowest ebb and from present indications they will not go much lower, so the failure of reaction towards better business can not be blamed on present prices of merchandise.

"The Sheet Metal Contractors have in general been lukewarm towards overhead expense system, but the overhead expense is always on the job and stares them in the face. This subject will be thoroughly discussed and explained at our Friday forenoon session and it is desired that everyone be present, as it is hoped that great benefits will be derived from the various discussions, even though the Contractor only employs a few workmen.

"Sheet Metal Contractors as well as Building Trade Contractors are seriously considering the wage scale for the ensuing year, but what it will be is very hard to predict at this time, but it is to be hoped that an amiable adjustment, satisfactory to both employees and employers, may be arranged and labor troubles



avoided, as nothing is gained by either party in rash actions.

"The peak of high prices has now passed, the farmer, manufacturer, and merchant has sustained losses, which in some cases were enormous, and it should be the duty of every wage earner carefully to consider present conditions and see if they would not be justified in taking a reduction in wages so as to bring all commodities to a normal base as quickly as possible.

"I desire to call the attention of the Members to several items that are seriously affecting the sheet metal trade:

"First—Some sheet metal parts of building construction are now allotted to other crafts and if matters continue as they have in the past few years, there will be very little work left for a sheet metal worker on new construction work.

"Second—At the present time we do not know what an apprentice is. We often hear older people speak of it, but what it should be and how it would work in our shop, we only have a hazy idea. The various trade schools in large cities will help the apprentice system a great deal and it should be the duty of the Sheet Metal Contractor to encourage the young men in their employ to attend these schools as great benefits are gained. It is to be hoped that at the National Convention in June, these vital items will again be carefully considered and some further action taken.

"According to our Constitution, Officers of the Association are elected each year, and if it would not be out of order, would suggest that a Secretary be retained in his official capacity as long as he proves competent and is willing to serve, as a good Secretary is the life of an organization.

"The Secretary and Treasurer have reports which touch upon the activities and financial parts of the Organization during the past year, therefore I have not enumerated any of these.

"As there is a great deal of work to be done during the three day session and time does not lag, I have made my address as brief as possible. In closing I desire to express my appreciation and thanks;—

"First—To the ladies for their kindness and forethought in entertaining the ladies who accompanied the visiting out-of-town members.

"Second—To the Members of the local Sheet Metal Contractors' Association who have given their time and efforts toward making the Convention a success.

"Third—Last but not least, to the Members of the Jobbers' and Salesmen's Auxiliary who have so faithfully assisted in making the Convention a grand success."

Following the report of President Gardner came the annual report of Secretary Ralph R. Reeder as follows:

**Report of Ralph R. Reeder, Secretary, Sheet Metal Contractors' Association of Indiana, Delivered to the Convention in Indianapolis, February 2, 1921.**

"In February of last year a call was sent out from the National Sheet Metal Contractors' Association for a meeting to be held in Indianapolis. This meeting was held on February 19th, at which time a per-

manent organization was brought about by the officers of the National Association who were present.

"Officers for the new State Association were duly elected, but nothing was done until May, when the Board of Directors held a meeting to fill the vacancies of the Secretary and Treasurer, these officers having resigned.

"At this meeting a campaign was mapped out and things began to move, and since that time the National officers have no cause to complain, for Indiana stands today with the largest State membership—that of one hundred and sixty members in less than a year.

"We now have affiliated with the State Association the following Locals: Evansville, 17 members; Lake

County—including Gary, Whiting, Indiana Harbor, Hammond and East Chicago—12 members; Terre Haute, 10; Lafayette, 7; Richmond, 5; and South Bend, the latest addition to our fast growing family, with 12 members, and last but not least, Indianapolis with a consolidation of the three separate Associations with a membership of sixty, and a promising outlook for Ft. Wayne to come in with a score or more.

"I feel confident that after this meeting we will have increased our membership to more than two hundred.



**A. P. Lammeck, President National Association of Sheet Metal Contractors, Who Spoke at Convention on "Trade and Other Developments."**

It is with a great deal of satisfaction that we note what a large number have joined as individual members.

"This is largely due to the efforts of the traveling salesmen, and right here I desire to call the attention of the membership to the assistance the Jobbers' and Salesmen's Auxiliary have given us, not only in increasing our membership, but in taking a large part of the burden 'both financially as well as physically' in the entertainment of this convention, upon themselves.

"The traveling salesman has been able to reach the fellow on the outside, when communications from the Secretary's office were, upon receipt, immediately consigned to the 'willow morgue', unread. Therefore, I wish to express my appreciation for the excellent work they have done, and especially the officers of the 'Auxiliarites'.

"The Association in this, her first year, owing to the liberal arrangement of the National Association for the first two years, has enabled us to get on

of refunding the National per capita of all new members' feet.

"We have spent some money—judiciously we hope—and still have a little balance on the right side of the ledger. As I look down the column of the money spent, I come to the conclusion that this is one time we can not figure the overhead on productive labor, as the expense has been so small and the labor so productive that no comparison could be made.

"We have broken all records, so National Secretary Seabrook says, and urges that we keep on breaking them. Now, while Indiana stands first let us retain that position, not only for the pride of it but for the good that can be attained by a larger and closer cooperation of all those engaged in the sheet metal industry. Let us keep on, and make our Association so strong and effective that the fellows on the outside will be clamoring to get in, instead of having to be coaxed in.

"At this time I desire to mention briefly some of the things that I would be much pleased if this convention would go on record as favoring.

"First—Legislation governing the Installation of Hot Air Furnaces.

"Second—That a protest be made to the Fire Underwriters against the use of Composition roofing and the classification of same as an equal to Metal Roofing.

"Third—That more interest be taken in the apprentice, and that he be given an opportunity in a trade school, and that the present method of the supervision of the unions over the apprentice and the restriction of same be abolished.

"Fourth—That the manufacturers and jobbers cooperate more closely with the dealer for their mutual benefit.

"Much could be said on this last subject relative to the manufacturer selling direct to the consumer, or protecting the legitimate dealer, but it strikes me that a great deal of this is the fault of the dealer. We have sat idly by and let many things get entirely away from us because no one dealer would specialize along a certain line where there was a demand for this certain article—namely, metal interior trim, fire protection specialties, etc.

"Metal sash are now sold by the hardware merchant, and a number of other things that we have let get away from us, and I believe that the Trade Relation Committee of the National Association summed it up right when they said: 'The situation must be met by the dealer. He should be alert to the new lines that are being brought out and use every honorable means to retain the final distribution of supplies to the customer, and that good business methods, publicity of the right kind will win, where coercion and even an appeal on the ground of justice may fail.'

"So we come back to the proposition that an interchange of thought and an exchange of confidence, less petty jealousies, and a collective effort will bring about the results so long needed, whereas, in the past, every fellow paddling his own canoe stirred up and muddied the waters and only brought about chaos, while the well manned boat, with a concerted effort, sent the craft along steadily and swiftly to victory and success."

At the close of Secretary Reeder's address, reports of local associations were read to the assembled delegates, showing in general an encouraging growth of interest throughout the state.

After the reports of the local associations, C. H. Stewart of the American Zinc Products Company gave a brief and highly instructive talk on "Sheet Zinc—Its Uses," which is herewith reproduced in full:

**Address on "Sheet Zinc—Its Uses," by C. H. Stewart, of the American Zinc Products Company, Delivered to the Convention in Indianapolis, February 2, 1921.**

"Sheet Zinc is one of the oldest rolled metals in this country for manufacturing and commercial purposes, having been produced prior to the Civil War, but to a large percentage of the people it is still unknown and I take pleasure in giving a short outline of its past and present uses and the mention of some recent uses which may suggest something of interest to your members.

"In Europe, where a considerable tonnage of sheet zinc has been rolled for a great many years, by far the largest and most important requirements is for roofing purposes, many of the finest buildings being covered with zinc, some having been covered for over a hundred years, and by the way, still giving good service.

"The textbooks of Belgium include data as the method of application of zinc roofing, shingles, ridge roll, gutter, spouting, etc., and working of this metal.

"A very considerable number of workmen in Europe are engaged in forming and applying zinc sheets, quite to the extent that galvanized sheets are used in this country.

"I attribute this not to our workmen being unable to produce satisfactory results, not that the quality of European sheets is better than ours, not that the slight difference in cost over sheet steel or prepared roofing would prohibit its use, not that zinc is in any way unpractical, but rather to previous limited production and sales efforts to create a demand for zinc roofing and kindred products.

"The American Zinc Institute, comprising most of the zinc interests in this country, recently undertook, after most careful examination of this material in various European countries through able representatives, to assist in bringing before the architects and engineers by means of detailed service sheets showing recommended means of applying zinc for permanent construction work.

"Owing to expansion of the sheet zinc industry during the late war, due to need of large tonnages of sheet zinc for lining powder boxes, because a metal was needed which would not rust and could be easily soldered, thus making an airtight lining, the manufacturers in looking for increased use of zinc sheets are giving special attention to zinc roofing and results thus far indicate that there is going to be a considerable zinc roofing business in America, in fact this item, which is of particular importance to your members is by far the most interesting and best outlet for sheet zinc.

"The previously mentioned service sheets are avail-



able without charge, a supply being left with your secretary. These show the method of application abroad on the better class of buildings. A list is also furnished your secretary of some zinc roofing sales made by the manufacturer with whom I am associated which might be of interest.

"In connection with roofing the items of ridge roll, valleys, eave trough, mitres, elbows, conductor, etc., immediately come to mind. All of these products are now available in any quantity made from zinc sheets, and at reasonable cost, and no doubt will meet with favor. These items made from galvanized sheets have long been a source of trouble, requiring frequent painting, upkeep and replacement which is now overcome by using zinc at slight additional cost.

"In some parts of the country the use of zinc sheets for flashing and ridge roll in connection with various kinds of roofing is quite general and zinc sheets are excellent for this purpose.

"A frequent statement comes to us that sheet zinc will not solder, whereas such is not at all the case; it is very readily soldered, in fact one of the easiest metals in this respect.

"The common mistake is in overheating, only a quick pass of the soldering iron over the metal is needed to produce a stable joint. The metal should be free from grease or dirt along the line to be soldered and a 'cut acid' fluxing solution or a solution of zinc chloride acidulated with muriatic acid should be applied to the zinc. The common half and half solder will give satisfactory results.

"In working sheet zinc where severe bending is necessary much better results will come from warming the sheet to say 100 or 150 degrees.

"The common uses for sheet zinc include the following: Corrugated, V crimp roofing, zinc roofing shingles and tiles, eave trough conductor pipe and elbows, valleys, flashing and ridge roll, wash boards, weatherstrips, dry cell batteries, fruit jar tops, refrigerator linings, kitchen cabinets, turpentine cups, tea box and match case linings, humidors, license plates, casket linings, explosive containers, alarm clocks, buttons, cameras, reflectors, addressing machines and plates, advertising novelties, architectural ornaments, pipe covering bands, mail chutes, cosmetic containers, electric appliances, corset stay tips, eyelets, pencil guards, heel plates, meter cases, shade roller tips, boiler plates, bottle covers, case linings, electric washing machines, sprinkling cans, pipe organs, pianos, cabinet hinges, lithographing and engraving plates, poultry and hog feed troughs, tanks, automobile closed body work moulding, corner bead, stove boards, gaskets, glazier paints, metallic caskets, signs, shoe polish cans, and many others."

The afternoon session ended with a discussion of topics relating to the sheet metal industry, presented through the Question Box under the direction of A. George Pedersen, of AMERICAN ARTISAN AND HARDWARE RECORD.

In the evening the delegates gathered in the Exhibit Room and were both entertained and instructed by moving pictures and lecture on the manufacture of sheet steel by J. W. Jenkins.

Thursday, February 3, 1921.

The subjects scheduled for discussion on the second day of the convention were chosen with a view to supply the delegates with practical information and strong selling arguments for the requirements of everyday affairs.

H. H. Friedley, State Fire Marshal of Indiana, was on the program for an address on "Fire Prevention Relative to Sheet Metal Work." Obviously, there is an immense field for increasing trade from this angle of the sheet metal industry.

The president of the National Association of Sheet Metal Contractors, Arthur P. Lamneck, was scheduled to address the convention on "Trade and Other Developments."

He found himself thoroughly in harmony with the leading bankers and manufacturers of the country in the firm conviction that the hardest and most menac-

ing stage of the period of reconstruction has been definitely passed and that we are entering upon a broad highway of prosperity which leads to a bright horizon beyond which lies a fair and shining country where cooperation and association will reap rich rewards.

President Lamneck indicated the necessity for broadening the scope of the sheet metal trade to include every class of work which logically and legitimately belongs to



Professor A. C. Willard of University of Illinois.

the trade.

He referred briefly to the plans of the Trade Development Committee of the National Association which has for its purpose the widening of the field of the sheet metal contractors' activities.

Sheet metal roofing, cornice work, sheet metal window frames and sashes, and other fire-retarding devices into the composition of which metal enters, can be developed through educational publicity and associated effort.

The old-slip-shop methods of doing business which cause so many sheet metal contractors to go into bankruptcy are rapidly being replaced by modern cost finding systems.

E. B. Langenberg of Haynes-Langenberg Manufacturing Company, St. Louis, Missouri, gave a convincing address on "Cost System" and proved to the satisfaction of everyone present that needless expenses can be eliminated and reasonable profit be derived from every job through a cost system which enables the con-

tractor to know with certainty every item relating to his business.

Thursday afternoon's meeting was designated as the Furnace Session for a general discussion of furnace problems and of laws and ordinances regulating the installation of warm air furnaces.

An extremely valuable and absorbing address on "Actual Experiments in Warm Air Heating" was delivered by Professor A. C. Willard of the University of Illinois who has gained a big reputation in the trade by his achievements in the Furnace Research work carried on at the University.

Russell C. Lowell, Director of Vocational Education, Indianapolis Public Schools, gave an instructive talk on "Vocational Training Through the Public Schools."

Excellent use was made of the Question Box at this session under the direction of A. George Pedersen of AMERICAN ARTISAN AND HARDWARE RECORD.

Thursday afternoon at 2:00 o'clock the woman folk of the delegates were entertained at a theatre party by a committee in charge of Mrs. Radph R. Reeder, wife of the Secretary of the Sheet Metal Contractors' Association of Indiana.

In the evening of Thursday at 7:00 o'clock a banquet and entertainment was given in the Rainbow Room of Hotel Severin in which the members of the Sheet Metal Contractors' Association of Indiana, the Jobbers' and Salesmen's Auxiliary, and their ladies participated.

#### Friday, February 4, 1921.

The closing day of the convention began at 9 o'clock in the morning with reports of various committees, followed by a blackboard demonstration on "Overhead Expenses," conducted by A. P. Lamneck and E. B. Langenberg.

The afternoon session was opened by an address on "Investments versus Expenses" by Edwin A. Scott.

The election of officers then took place. All the old officers were elected by acclamation, as follows:

President: JOSEPH C. GARDNER, Indianapolis;  
First Vice-President: A. W. DUDLEY, Terre Haute;  
Second Vice-President: CHAS. GATZ, Gary;  
Secretary: RALPH R. REEDER, Indianapolis;  
Treasurer: J. D. ORTMAYER, Evansville.

Directors: JOHN KRIEDT, Fort Wayne, and J. E. BALKEMA, Lafayette, for three years; and W. E. STACKFORD for one year in place of F. C. Mitchell who resigned.

#### Conventionalities.

The banquet was a great success, nearly 350 being present. The menu was well selected, efficiently served and greatly enjoyed.

President Gardner acted as toastmaster and called on National President Arthur P. Lamneck, as well as the two former National Presidents, George Harms and Paul F. Brandstedt, also on "Pete" Johnson and E. B. Langenberg who responded with short pertinent talks.

A splendid vaudeville program was enjoyed after the banquet for about two hours.

Altogether, the Entertainment Committee has reason to congratulate itself collectively and its members

individually for the splendid manner in which the pleasure and comfort of the visiting members and guests were provided for.

Without question, this was the best attended state convention of sheet metal contractors in the history of association work and great credit is due to President Gardner, Secretary Reeder of the State Association, as well as to President Norman and Secretary Beaman of the Auxiliary, with their various committees for the splendid manner in which plans were made and executed. Everything worked like a well oiled engine in perfect condition.

Joseph Mathingly, of Smithers Roofing Company, Indianapolis, is the expert decorator of the exhibit committee, and his ideas are certainly worked out in excellent shape. "Joe" says that while he is a sheet metal worker by vocation he is a window trimmer by avocation.

Harry W. Neal and Charles Hall greeted visitors to the booth of the Hall-Neal Furnace Company, explaining the sectional casing and other features of their Victor Warm Air Furnace.

E. B. Langenberg, Harry A. Beaman and O. G. Merrill of Haynes-Langenberg Manufacturing Company, St. Louis, Missouri, were kept busy greeting their friends and showing the nickel plated model of their Front Rank Warm Air Furnace.

"Pete" and Charles G. Johnson, of the Charles Johnson Hardware Company, Peoria, Illinois, had a fine display of their Champion furnace pipes.

M. S. Johnson and R. S. Thompson of the Lennox Furnace Company, Marshalltown, Iowa, had many visitors to their booth. Mr. Thompson, who has recently joined the "Torrid Zone" forces, expects to leave for the Pacific Coast in a short time where he will open up a new territory for the Company.

George Harms and J. G. Oliphant, of the F. Meyer and Brother Company, Peoria, Illinois, showed the "Handy" line of warm air furnace fittings. Mr. Harms received a fine ovation when he arrived at the Convention Hall during the Wednesday afternoon session. It will be remembered that he served two terms as President of the National Association of Sheet Metal Contractors.

Robert Ketling (Bob for short) circulated among the members, extolling the merits of Tuttle and Bailey warm air registers.

W. R. Lawson was busy pointing out the prominent features of the Excelsior Steel Furnace Company's Monopipe Recirculating Furnace.

A. P. Lamneck, who is President of the National Association, also made hay between sessions by selling a few carloads of his "Simplified" furnace fittings.

In the booth of the Peerless Foundry Company, J. R. Strahlendorf, P. H. Geitz, and W. C. Wolf showed the interesting features of their Peerless steel furnaces and fittings.

"Jim" Robinson and R. W. Blanchard of the Hart & Cooley Company were greeted by their many friends among the visiting members.

C. H. Stewart and T. F. Murphy had some fine samples of zinc shingles and corrugated roofing and siding sheets manufactured by the American Zinc Products Company. Mr. Stewart also made an in-



teresting address on "Sheet Zinc and Its Uses" at the Wednesday afternoon session, as a representative of the American Zinc Institute.

Charles W. Pearson extolled the virtues of the United States Register Company's product. "Charlie" says that U. S. registers are the first and the best in the field, and some people have come to the belief that he knows what he is talking about, judging by the business he did, or maybe it is just his pleasing ways that make them buy.

The cold air wood faces of the Marsh Lumber Company were exhibited by H. E. Marsh, sales manager of the Company.

O. W. Kothe, of the Saint Louis Technical Institute, circulated among the members and made arrangements with several of them to have their employes take his course in sheet metal pattern drafting and heating and ventilating engineering.

As usual, "Jule" Gerock and "Herb" W. Symonds, the "heavenly twins" of Saint Louis, were on hand. Wonder if a sheet metal convention could really be pulled off with any success if they were not present. "Jule" wants to know where he can get a real, honest-to-goodness solder for aluminum, and "Herb" is still looking for a warm air register that he can admit is better than the one he makes.

Karl Roth, Secretary and Sales Manager, and M. R. Williams, of the Braden Manufacturing Company, had a fine exhibit of their Champion Miters, made of copper, zinc and galvanized sheet steel. Mrs. Roth, who at times was left in charge of their booth, appeared to know as much as both of them put together about the merits of their product, although she won't admit it, but the contractors who stopped there when Karl and Williams were busy somewhere else seemed quite content with her explanations, judging by the orders in her handwriting.

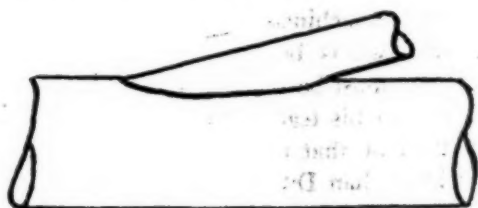
H. E. Hoffeldt, of the Ferdinand Dieckmann Company, distributed souvenir erasers in form of their celebrated conductor elbows.

Harry Ryboldt and E. M. Littell had a white and gold finished sample of their well known Ryboldt warm air heater on exhibition which attracted much attention.

### **Wants Pattern for a Pipe Intersection.**

TO AMERICAN ARTISAN AND HARDWARE RECORD:

I would greatly appreciate the favor of a pattern showing a pipe intersected by a smaller pipe, both round at about fifteen degrees.



Sketch of Pipe Intersected by Smaller Pipe at Angle of 15 Degrees.

I enclose, herewith, a rough sketch of the thing I want.

Thanking you in advance for any help you may be able to give me in this matter, I am,

Yours truly,

CHARLES F. SCOTT.

Memphis, Texas, January 31, 1921.

### **Produces an Extra Large and Powerful Blow Torch.**

The new and improved Double Blunt Needle Torches recently introduced by the Clayton and Lambert Manufacturing Com-



New Improved No. 206 Double Needle Torch, Made by Clayton and Lambert Manufacturing Company, Detroit, Michigan.

pany, Detroit, Michigan, are made in three sizes, two quart, quart, and pint capacity. The two quart torch Number 206, here-with illustrated, is of special interest to all those who require a heavy duty torch.

The burner is extra large and powerful. The makers claim it produces about three hundred degrees more heat than the average blow torch and burns with a pure blue flame remarkable for its

intensity and "pep." Either gasolene or kerosene can be used in operating it.

The Number 206 Torch is recommended by the makers for Preheating, Brazing, Tempering and Annealing and, in fact, for all kinds of heavy work such as is done in factories, railroad and machine shops and shipyards.

It is said to be an excellent torch for automobile repair work such as heating and straightening axles and frames and brazing brake rods, etc.

This torch is also equally satisfactory for use outdoors in extremely cold or windy weather and for telephone, telegraph, railway and municipal construction work.

Three very important features are combined in the construction and use of the Number 206 Double Blunt Needle Torch, namely, maximum efficiency, minimum cost of operation and nominal expense for upkeep. This is due to the improved Double Blunt Needle construction of the burner which causes perfect combustion of the fuel and at the same time prevents the vital parts of the burner from being destroyed by the carelessness of the operator.

The lower needle is a shut-off and the upper a cleaner needle which automatically removes any obstruction in the orifice thus making a clear passage for the gas under all conditions. Complete information together with a catalog showing the full line of Clayton and Lambert Torches and Fire Pots can be secured by writing the manufacturers at Detroit, Michigan.

"The time has come when advertising must be done. We have made it a special department of our business."—Philip D. Armour.

# *Salesmen's Auxiliary to Sheet Metal Contractors' Association Is a Genuine Advantage to the Trade.*

*You Will Find That the Auxiliary Includes Business Diplomats, Optimists, Business Getters and Friends.*

Written Especially for AMERICAN ARTISAN AND HARDWARE RECORD by J. C. Greenberg, Peoria, Illinois.

(Copyright, 1921, by J. C. Greenberg.)

It is an old saying that, "No man Liveth unto Himself." Every man must have friends, and they must be the right kind of friends that can be used toward making each of us better and more successful in our daily life.

The business man has two kinds of friends who have a direct effect on his business: They are, "the friends who buy his goods" and the friends who "sell him goods." If the business man has many of both kinds of friends, he is rich and prosperous.

It has been long established as a fact that customers bring us profits, and salesmen bring us goods and prices. It is the salesman with which this article deals.

The salesman is a very important factor in your business success. If it were not for the salesman, you as a business man would be "up against it" as far as the market is concerned. These men who spend the major part of their lives on the road, are in existence to serve you, just as you are in existence to serve your customers. They bring the market to your door, explain the latest methods, and are in position to give you true conditions which help you to a vast extent.

That the salesman is your friend is beyond doubt. That he is interested in your success is absolutely true. You may not look at this in this light, because you may believe that they come only to "get orders" and thereby "take away your money." This is not true. Let me prove this very important thing to you, and then ask yourself if I am right.

In the first place, a salesman must have customers in order to be able to live. You sheet metal men are the bread and butter of the salesman, and it would be sheer folly to say, that they do not care for you.

This truth is brought out very forcibly in the birth about two years ago of the Salesmen's Auxiliary to your Association.

We as salesmen come to you and say, "We have or-

ganized our forces to serve you in a better and more efficient manner. We are strong for your success, and will put in our time, money, and effort to see to it that we are of better use to you—to give you better service. We are interested in your success, and we want the privilege of showing that we are true blue. We will help you individually, and as an Association, and by working from both ends, our mutual success is assured."

**FELLOWSHIP** in business means friendly helpfulness. The most successful business is the one in which there is the most fellowship. Distrust, trickery, and every form of enmity are the factors of bankruptcy.

Customers come to the man who gives them honest goods and cordial service. In the sheet metal trade the spirit of fellowship has grown strong since the organization of salesmen's auxiliaries.

The purpose of these organizations is to promote the common good. Every one benefits by helping every one else. Naturally, where friendship rules, there can be no cheating nor any sharp practices. This makes for higher ethics, stronger confidence, and better trade relations.

You will find that the Salesmen's Auxiliary numbers among its members real business diplomats, optimists, business getters and service renderers.

It is to your interest to exchange opinions with them. They have ideas from many sources and you are welcome to them if you only take the trouble to use them. After all, the exchange of good ideas is all there is to business.

The question really is, "How do you stand with your salesmen?" By this I mean, how much do you trust them, how do you welcome them, how do you treat them, how do you encourage them?

Are you of that kind of buyer who uses a salesman for a door mat, and when he says "hello" to you, do you bark at him "Nothin' doin'?"

and forget he is there?

Are you that kind of buyer who thinks that the salesman is a nobody, and should be treated mean—the meaner the better? If you are, I feel sorry for you, because you are throwing a monkey wrench into your business machinery.

The salesman is better versed in his goods than you are. He must be able to be a teacher—and usually is. Do you let him teach you?

Do you know that the salesman knows more about your business than Dun or Bradstreet does? Do you know that the credit man has more confidence in his report than in any other? Suppose you are not rated, and the salesman says you "look good" in 99 cases out of 100 you get the goods on the salesman's say so.



Do you know that the salesman classifies the good buyers from the tyrants? In every case the tyrant never gets in on a good buy, and always gets what he deserves.

This is not a revengeful spirit. It is a law of Nature that Good begets Good, and Bad begets Bad. If you are decent, you are treated decent, and if you are mean, you are treated in like manner.

It is a very fortunate thing that most buyers are nice to approach. Most buyers are real human beings, and it is a pleasure to call on them. They have a good rating with the salesman, and if there is a good thing to pass out, the pleasant buyer gets in on it.

I happen to know of one salesman who about four years ago, saw that paint was advancing and would get so high that it would be prohibitive.

He saw his buyers who deserved a good tip, and sold them large supplies. Today some of these buyers are still using some of that paint which now is just four times as high. You who are one of these buyers know the truth of this.

Yes, it behooves every buyer to take his salesman seriously, to remember that they are real human, hard working men, and deserve consideration. If you will make a friend of your salesman, you will add a lot of efficiency to your business, and make more money than you are making at present.

It is the aim of the Salesmen's Auxiliary to bring the buyer and seller on a better basis of understanding, and instill better faith, better methods and more reliability toward one another.

We of the Salesmen's Auxiliary do not ask for money, or time, or effort from the sheet metal contractors. All we ask is to do all we can to make buying and selling a real joy. I am certain that the work so far carried out in Illinois, Indiana, Michigan, Pennsylvania, and other states is doing so much good that it has opened up an avenue for good far beyond our own expectations.

Add the Salesmen's Auxiliary to your list of important friends and you will have profit and pleasure. Ask any one who knows. Remember that the salesman is indispensable. The commercial world generally can not go without him. He is necessary, useful, helpful, and ambitious. Such are the qualities he brings in exchange for your friendship. Will you give it, or keep it?

The business world knows you by your business friends. Take the salesman into your confidence and make buying goods a pleasure. How do you stack up along this line?

### ***Has Many Good Selling Points.***

The entire line of "Norcor" products manufactured by the Northern Corrugating Company, Green Bay, Wisconsin, has many good selling points.

For example, the new "Norcor" globe finial, recently patented, is double seamed and made without solder. It is galvanized inside and outside after formation.

The corrugated steel "Norcor" tanks for stock and other purposes are made by machinery which folds the top and bottom flanges and corrugates the

sides in one operation, constructing a whole section from one solid sheet of steel.

Excepting where sections are seamed together, no solder is used in the tank. A specially prepared packing is inserted where bottom and flange meet. All two feet wide tanks have two cross braces. The larger tanks have angle cross and side braces.

Descriptive literature and price lists relating to the complete line of "Norcor" products can be obtained by writing to the Northern Corrugating Company, Green Bay, Wisconsin.

### ***Michigan Sheet Metal Locals Have Helpful Meetings.***

Frank E. Ederle, the energetic secretary of the Michigan Sheet Metal Contractors' Association, reports that the Flint Local entertained the members of the newly formed Pontiac Local, Monday evening, January 24th.

Following a dinner party at the Mandarin Inn the guests were taken to the Flint Association Club rooms where the regular meeting was called to order. J. B. Harlan in his address of welcome pointed out the many pleasant feelings which now exist between the two cities and urged closer cooperation in the future.

Howard Hudson gave a blackboard demonstration of his method of figuring overhead expense which showed the overhead in his business was 105 per cent of his productive payroll. Every item of expense was fully explained, making the demonstration exceptionally clear and to the point.

William Schweitzer then proceeded to show the cost of a steel ceiling job which he had just completed and explained why many jobs of this nature are now being taken at a loss.

Mr. Schweitzer's cost system gives him an actual cost on each job. Therefore, the figures he submitted could not be disputed.

Mr. Harlan gave an interesting talk on furnace installation together with a cost of one of his recent jobs.

This concluded the program for the evening and the visitors left for home fully convinced that Flint knows how to conduct a sheet metal meeting as well as entertain. All promised to be on hand early for the State Convention which is to be held in Flint, February 22, 23, and 24.

L. H. Pearce, Secretary of the Travelers' Auxiliary of Michigan, reports that the membership applications are coming in finely but there are still several who have not responded. He urges all travelers to get busy and not only send in their dues but get some new members.

The Grand Rapids Heating Contractors' Association is preparing a card which will be sent to all members of the State Association asking their support at the Convention in swinging the annual outing to Grand Rapids. This live organization is especially anxious to make a good showing at the convention and is holding a special meeting this week to urge all its members to attend.

"Those who learn nothing or accumulate nothing in life are set down as failures because they have neglected little things."—Samuel Smiles.

### **Says AMERICAN ARTISAN Is a Welcome Visitor.**

TO AMERICAN ARTISAN AND HARDWARE RECORD:

We assure you that your journal is a very welcome visitor to our office, because it contains much helpful and instructive as well as interesting reading.

Yours truly,

THE R. B. QUIMBY FURNACE COMPANY.  
Lincoln, Nebraska, January 26, 1921.

### **Trade-Mark Is Registered for Torches and Fire-Pots.**

United States Patent Office registration has been granted to Ashton Manufacturing Company, Newark,



New Jersey, for the trade-mark reproduced here-with. The particular description of goods to which it is applied is gasolene, kerosene, and alcohol torches and fire-pots. The Company claims use of this trade-mark since Sep-

tember, 1909. Registration for application was filed July 7, 1920.

### **Has Read AMERICAN ARTISAN Thirty-Six Years.**

TO AMERICAN ARTISAN AND HARDWARE RECORD:

In renewing my subscription, I take pleasure in saying that I have been a reader of your journal for more than thirty-six years. It has been an unfailing source of instruction and help to me in my business.

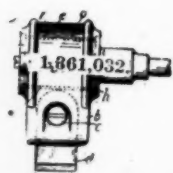
Yours truly,

F. J. CLARK.

Grand Junction, Colorado, January 24, 1921.

### **Secures Patent for an Electric Soldering Iron.**

Under number 1,361,032, United States patent rights have been granted to Ferdinand Eichenberger, Aarau, Switzerland, assignor to Aktiengesellschaft, Kumler and Matter, Aarau, Switzerland, a Swiss Corporation, for an electric soldering iron described in the following:



In an electric soldering iron, the combination of a head having a bore extending in the direction of the handle, which head has an extension at substantially right angles to the axis of the head, said extension be-

ing provided with a cut that opens into, and extends in the same direction as, the said bore, an electric heater clamped in said bore, and a bit secured in said cut, substantially as set forth.

### **Notes and Queries.**

#### **U. S. Ice Skates.**

From C. A. Peck Hardware Company, Berlin, Wisconsin.

Please advise who manufactures the United States ice skates.

Ans.—P. Lowentraut Manufacturing Company, Newark, New Jersey.

#### **Sheet Metal Stamping.**

From Gail E. Miller, Moncrief Furnace and Sheet Metal Works, 220 South Fifteenth Street, New Castle, Indiana.

Kindly advise who does sheet metal stamping.

Ans.—Atlantic Stamping Company, Rochester, New York; Buhl Stamping Company, Detroit, Michigan; George W. Diener Manufacturing Company, 400 Monticello Avenue, Chicago, Illinois; Stuber and Kuck Company, Peoria, Illinois; The Cassady Fairbank Manufacturing Company, 6126 South LaSalle Street, Chicago, Illinois; Hoeft and Company, Incorporated, 1600 West Kinzie Street, Chicago, Illinois; Reliance Die and Stamping Company, 507 North LaSalle Street, Chicago, Illinois; H. G. Saal Company, 4410 Ravenswood Avenue, Chicago, Illinois.

#### **Cement Block Machine.**

From Dille and Morgan, Chesterton, Indiana.

We would like to know where we can secure a cement block machine.

Ans.—Cement Machinery Company, Jackson, Michigan; Eclipse Machine Manufacturing Company, Kendallville, Indiana; Hobbs Concrete Machinery Company, 1445 West Grand Avenue, Detroit, Michigan.

#### **Tin Milk Pail Bottoms.**

From F. E. Grunwaldt, 1209 First Avenue, Spokane, Washington.

Can you tell me where I can procure tin milk pail bottoms?

Ans.—A. H. Barber Creamery Supply Company, 306 West Austin Avenue, Chicago, Illinois.

#### **Vest Pocket Adding Machine.**

From E. A. Smith, 709 West Seventh Street, Waterloo, Iowa.

Can you tell us who manufactures a vest pocket adding machine?

Ans.—Erie Calculator Company, Erie, Pennsylvania; Automatic Adding Machine Company, 148 Duane Avenue, New York City; Ray Adding Machine Company, 465 Washington Street, New York City; Triumph Adding Machine Company, 78 Smith Avenue, Brooklyn, New York.

#### **Asbestos Blow Pipe Cement.**

From J. H. Barnett's Sheet Metal Works, 312 West Front Street, Dodge City, Kansas.

Please advise where I can buy asbestos blow pipe cement.

Ans.—Asbestos Products Company, 220 South State Street, Chicago, Illinois.

#### **Portable Bake Ovens.**

From Dan Sullivan, Kemmerer, Wyoming.

Kindly advise who manufactures portable bake ovens.

Ans.—Hubbard Portable Oven Company, 1134-44 Belden Avenue, Chicago, Illinois; Roberts Portable Oven Company, 853-857 West North Avenue, Chicago, Illinois; G. S. Blodgett Company, Burlington, Vermont.



# Illustrations of New Patents

**Watch This Page. Keep Yourself Informed Concerning Improved Devices Which May Save Labor in Your Shop or Add Another Source of Income to Your Retail Store.**

1,361,845. Door-Hanger. Peter Frantz, Sterling, Ill., assignor to Frantz Manufacturing Co., Sterling, Ill., a Corporation of Illinois. Filed March 7, 1919.

1,361,851. Tool and Tool Holder. Spencer F. Hall, Racine, Wis., assignor of one-half to Walter C. Palmer, Racine, Wis. Filed January 6, 1919.

1,361,859. Can Opener. Clyde E. Holmes, Elyria, Ohio. Filed July 27, 1918.

1,361,920. Battery Hand-Lamp. Frederick Graham Spiers, New Britain, Conn., assignor to Winchester Repeating Arms Company, New Haven, Conn., a Corporation of Connecticut. Filed April 2, 1920.

1,361,923. Wrench. William M. Stovall, Clallam Bay, Wash., Filed March 5, 1920.

1,361,927. Saw-Set. Luke B. Tiernon, Pine Lawn, and Peter J. Kamuf, Wellston, Mo. Filed September 22, 1919.

1,362,012. Drill Holder. John Koranek, Chicago, Ill., assignor to E. Toman and Company, Chicago, Ill. Filed May 5, 1919.

1,362,014. Pipe Wrench. Gottfrid C. Lawson, Cleveland, Ohio. Filed May 10, 1920.

1,362,023. Egg Holder. Anthony Patrick McCormick, Bridgeport, Pa. Filed September 27, 1920.

1,362,033. Ventilator. John L. Olson, Logansport, Ind. Filed April 28, 1919.

1,362,044. Ventilator. Otto H. Reich, Spokane, Wash. Filed August 4, 1920.

1,362,045. Skate Sharpening Stand. Charles A. Ritter, Chicago, Ill., assignor to Nestor Johnson Manufacturing Company, Chicago, Ill., a Corporation of Illinois. Filed June 28, 1920.

1,362,065. Rake. Luther J. Walker, Helena, Mont. Filed August 23, 1920.

1,362,135. Fruit Strainer. Valeria Plughoff, Huntington, Oregon. Filed February 9, 1920.

1,362,142. Pocket Knife. Daniel Rohrer, Spokane, Wash. Filed May 15, 1919.

1,362,152. Clothespin. William R. H. Standing, Toronto, Ontario, Canada. Filed March 3, 1919.

1,362,168. Animal Trap. John J. McQuaid, Shinnston, W. Va. Filed June 14, 1919.

1,362,177. Search or Pocket Light Support. Edward G. Petrie, Irvington, N. J. Filed May 16, 1919.

1,362,217. Door-Latch. Kenneth S. Baxter, Michigan City, Ind., assignor to Sheet Steel Products Company, a Corporation of Indiana. Filed March 18, 1920.

1,362,224. Submersible Cooker. Paul Cammans, Seattle, Wash. Filed October 14, 1919.

1,362,244. Pipe-Hanger. John W. Farley, Cleveland, Ohio. Filed August 8, 1919.

1,362,245. Pipe-Hanger. John W. Farley, Cleveland, Ohio. Filed January 5, 1920.

1,362,278. Ironing Board. William W. West, Dunn, N. C. Filed May 26, 1920.

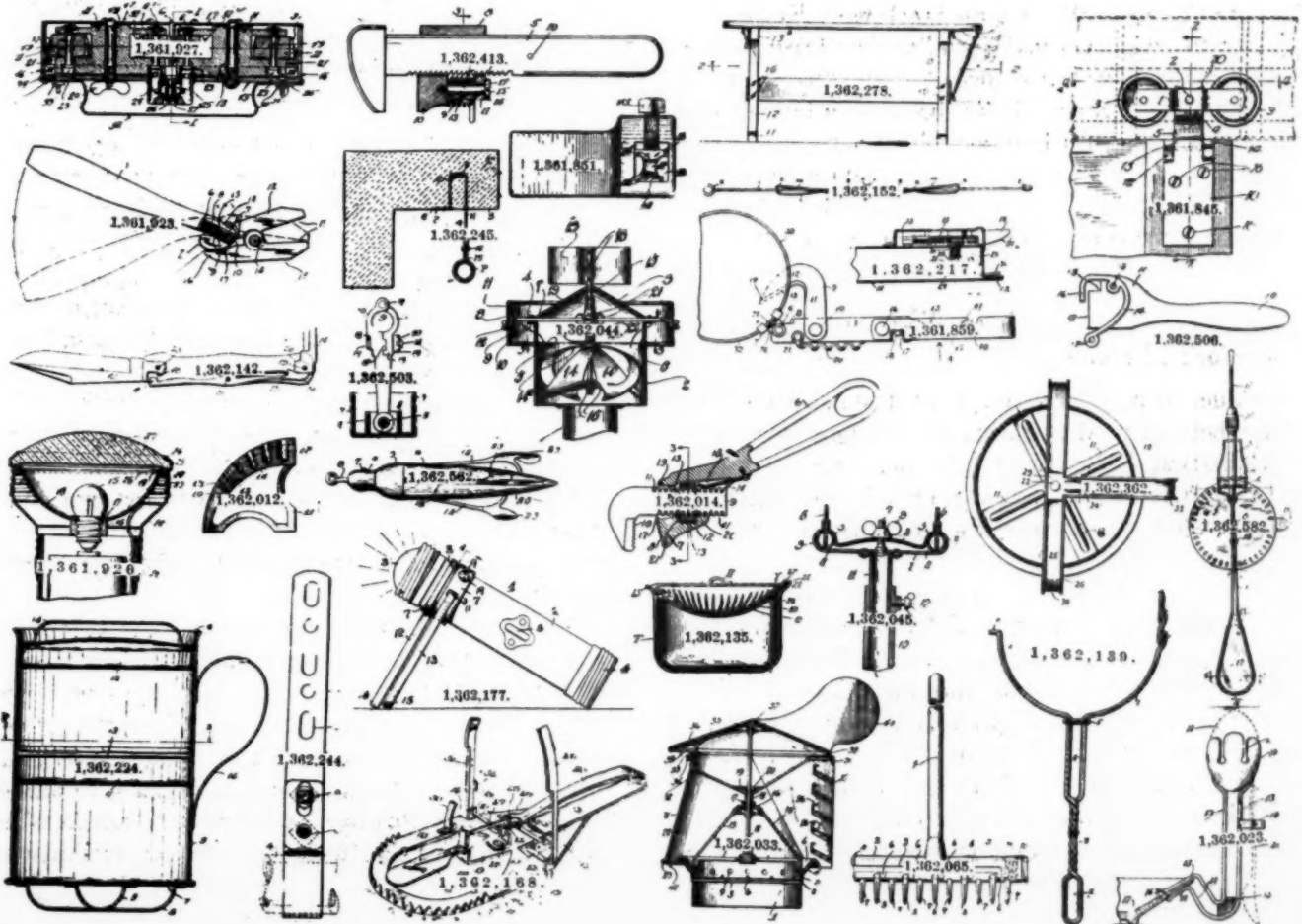
1,362,362. Combined Hanger and Guard for Pulleys. Christian Steenstrup, Schenectady, N. Y. Filed January 9, 1919.

1,362,413. Wrench. John G. Furlan, Chicago, Ill. Filed June 7, 1920.

1,362,503. Pneumatic Tool. William H. Palmer. Montreal, Canada. Filed October 1, 1919.

1,362,506. Handle. Henry F. Porter, Seaford, Del. Filed January 27, 1920.

1,362,582. Hand-Drill. Robert E. Beaubien, Chicago, Ill. Filed April 18, 1919.



# Weekly Report of the Markets

*General Conditions in the Steel Industry. Review of Prices and Tendencies in Sheet Metals, Pig Iron, etc.*

## **WAGE REDUCTIONS SPREAD IN THE STEEL INDUSTRY.**

Cutting down wages continues throughout the steel industry. Over 75 per cent of the workmen in the independent steel mills have already been affected by a wage reduction ranging from 15 to 25 per cent and cuts for the other 25 per cent are imminent.

The recent move by the railroads for reduction in wages is hailed with satisfaction by the independent iron and steel producers, as it not only gives moral support to their own policy, but is taken as the first step toward a cut in freight rates, which adds so much to the present assembling costs of raw materials and fuel.

The Bethlehem Shipbuilding Corporation, the Sun Shipbuilding Company and the Chester Shipbuilding Corporation, after a meeting with representatives last week, announced a wage reduction amounting to 10 per cent and affecting some 15,000 men.

Officials of both the Brierhill Steel Company and the Youngstown Sheet and Tube Company have announced that a wage reduction is imperative.

In the Birmingham district the Woodward Iron Company posted a notice of a wage cut amounting to 15 per cent and the employees of the American Cast Iron Pipe Company accepted a wage cut of 10 per cent.

Other companies also have made reductions in this district. The United States Steel Corporation, according to Judge Gary, is not contemplating such a move yet.

The ratio of production by the leading interest and the independents has hardly changed during the past week, the former continuing to operate a little over 90 per cent of capacity and the independents between 20 and 30 per cent.

There was an increase in operation by some of the independents in and around Chicago which offset the decrease in other districts.

The Trumbull Steel Company which has been operating on a 50 per cent basis has taken on 2,500 additional men and is operating its 24 mills at Warren, Ohio, at full capacity.

In the Chicago district the Inland Steel Company took 1,000 more men at its Indiana Harbor plant, bringing the working force up to 2,500 as against a normal force of 7,000.

The Interstate Iron and Steel Company resumed capacity operations while the General American Tank Car Company took on 300 more men.

The Hubbard Steel Foundries Company, operating at about 20 per cent of normal, will resume in full in a day or two and the Steel and Tube Company of America reported that it is producing at capacity. This increased activity is due to an accumulation of orders which are coming in as slowly as ever.

## **Steel.**

There has been a general cutting of prices of iron and steel products in England, Belgium and Germany that has been kept up for weeks past.

Germany has been increasing her output at an astonishing rate and is bidding for worldwide business through personal representatives and through interests in England and Holland.

That she is able to compete with English structural steel manufacturers is evidenced by the letting of a contract by English interests to German mills for the fabrication and erection of a large power house. Increasing Belgian competition in the United Kingdom will force English steel prices down still further. Domestic export and import firms are offering foreign finished iron and steel products here at competitive prices, and it is only the present dearth of buyers that keeps the material out of this country.

## **Copper.**

Conditions in the copper market are such that precedents furnish no reliable basis for estimates. The deferred demand for copper is many times larger than ever before and the needs of industrial construction are correspondingly greater.

Business interests all over the world are looking forward to a long continued period of growing activities and unexampled prosperity. If a prediction were based upon the average of industrial opinion it would be that the demand for copper over the next decade would tax the productive ability of the existing mines.

Yet for the time being, or until an accumulation of capital occurs and an easing of the general monetary situation as well as the shaping up of other important elements in the domestic and foreign business situation are effected, copper consumption will develop slowly.

The most encouraging development, therefore, is the curtailment put into force by domestic producers in the closing months of 1920.

The domestic copper market continues quiet, with prices unchanged either by the larger producers or the smaller selling agencies.

The former still hold out for 13 cents for spot and  $\frac{1}{4}$  of a cent more for first quarter, while the latter quotes 12.75 for spot and slightly higher for later deliveries.

It is reported from certain quarters that domestic and foreign deliveries for the month will hardly exceed 100,000,000 pounds.

Imports are coming in at the rate of between 30,000,000 and 25,000,000 pounds a month.

Therefore, in order that the present surplus overhanging the market like a cloud shall not be increased it will be necessary to keep the smelter production down to at least 80,000,000 pounds a month.



**Tin.**

Business in tin continues to be extremely quiet, but there is certainly some improvement to be noted in the volume of inquiry from buyers in general.

Many of the larger buyers still have high priced stock on hand, but of course, will be forced to look ahead very shortly for Spring requirements, and London seems to be expecting this demand to develop at any time now.

Chinese sellers are offering futures for the first time in quite a while, but the quotations show great irregularity in price, 31.75 cents to 33 cents per pound for No. 1 for February, March shipment from China.

There are reports of inquiries on the market for Banca tin but the entire spot stock in New York is probably less than 50 tons, and no offers for delivery from import are being received.

The dullness in tin is reflected in a decline of Chicago prices. Pig tin has been reduced from 37 cents a pound to 35½ cents and bar tin from 39 cents to 37½ cents per pound.

**Lead.**

There is little doing in the domestic lead market which can be quoted at 5 cents for New York and 4.65 for St. Louis deliveries, while the leading interest continues to quote 4.75 cents a pound for both deliveries.

Chicago prices went down during the week to the extent of 25 cents per hundred pounds. The quotations now in effect are \$5.00 per hundred pounds for American pig lead and \$5.75 per hundred pounds for bar lead.

**Solder.**

No further change has occurred in Chicago solder prices, which are as follows: Warranted, 50-50, per hundred pounds, \$24.00; Commercial, 45-55, per hundred pounds, \$22.00; and Plumbers', per hundred pounds, \$20.00.

**Zinc.**

The domestic zinc market shows little or no change. There are quite a number of inquiries in the market, but little business is being turned.

Galvanizers are still out of the market, as the demand for sheets and other galvanized products is almost nothing at the present time.

If a building move is inaugurated in this country, and it seems probable that one may soon be, the attendant demand and small stocks on hand will send the price of zinc up sharply.

Authoritative reports are received of further reductions in output with the smelters. Further cuts in wages are contemplated, which the conditions make necessary, but in some instances these measures have been resisted, and closure has resulted.

The condition with the ore mines is serious, some having gone into receivers' hands and some closed down indefinitely, in spite of the heavy expense entailed for resuming. The present situation is working toward a later condition of difficult supply when it will be needed. The stock of ore on hand, however, is heavy and sales are light, even at the present record-making figures.

A slight recession in price has taken place in the Chicago market, zinc in slabs having declined from \$5.80 per hundred pounds to \$5.50.

**Sheets.**

Improvement in sentiment among sheet manufacturers is noted.

This is based largely on prospective business and before another week ends it is anticipated that automobile manufacturers will be negotiating for fairly sizable tonnages.

This will be necessary because if resumption of automobile plants is contemplated by March the sheet mills will require approximately six weeks to get the material on the mills and in transit.

In the meantime, release of tonnages on books are becoming more numerous and are beginning to exceed the hold-ups, a few of which continue to be received from time to time.

Jobbers generally are beginning to realize that they have to place themselves in better shape to meet the spring demand, which until now they have not seen forthcoming.

**Tin Plate.**

Demand for tin plate is increasing, though at no rapid rate. The market has been very slow for the season of the year, unprecedentedly so, but evidently it is now over the dead center and improvement in demand is practically certain to be continuous.

The main assistance the market receives is the passage of time, there being on the one hand time passing with production last and on the other hand the approach of the canning season, when a large quantity of tin plate will be required even if many consumers think now the season will be a small one.

It used to be the rule, years ago, for the mills to make up quite a lot of tin plate before the end of the old year, in anticipation of the new year's consumption.

Last year this was not done, and now a whole month of the new year has passed, with the independents making no tin plate except what their customers required to be shipped, and the leading interest doing much the same thing, though it is possible it has made up a little tin plate for regular customers in advance of their absolute consumptive requirements.

**Old Metals.**

Wholesale quotations in the Chicago district which should be considered as nominal are as follows: Old steel axles, \$16.50 to \$17.00; old iron axles, \$32.00 to \$33.00; steel springs, \$17.50 to \$18.00; No. 1 wrought iron, \$14.00 to \$14.50; No. 1 cast, \$18.00 to \$18.50; all per net tons. Prices for non-ferrous metals are quoted as follows, per pound: Light copper, 8 cents; light brass, 5 cents; lead, 3 cents; zinc, 3 cents; cast aluminum, 9 cents.

**Pig Iron.**

Some little increase in the demand for basic iron is reported in the Central West but there is no improvement in the demand in the eastern territory and the tone of the market is little if any improved although the general sentiment in the trade seems to be better.

# Current Hardware and Metal Prices.

AMERICAN ARTISAN AND HARDWARE RECORD is the only publication containing Western Hardware and Metal prices corrected weekly.

The prices and discounts quoted on this and the following pages, are, for the most part, subject to change without notice. Owing to the unsettled conditions of the markets and the shortage of materials it is practically impossible for any manufacturer to guarantee his prices for any given length of time.

METALS	HARDWARE	Scratch.	BEVELS, TEE.
<b>FIG IRON.</b>	<b>ADZES.</b>	No. 18, socket Handled .....per doz. 2 50	Stanley's Rosewood handle, new list .....Nets
Northern Fdy. No. 2.....\$32 70	Carpenters'.	No. 344 Goodell- Pratt, list less.....35-40%	Stanley iron handle.....Nets
Southern Fdy. No. 2.....38 67	Plumbs .....Per doz. \$29.00	No. 7 Stanley....." 2 25	<b>BINDING CLOTH.</b>
Lake Sup. Charcoal.....32 70	<b>COOPERS'.</b>	<b>AXES.</b>	Zincd .....55%
Malleable .....40 50	Barton's .....Net	First Quality, Single Bitted, 3 to 4 lb., per doz. 16 50	Brass .....40%
<b>FIRST QUALITY BRIGHT TIN PLATES</b>	White's .....Net	First Quality, Double Bitted .....per doz. 22 50	Brass, plated .....60%
Per Box	Railroad.	<b>Broad.</b>	<b>BITS.</b>
IC 14x20...112 sheets \$13 10	Plumbs .....Per doz. 30.00	Plumbs. Can. Pat., 6-lb. 65 00	Auger.
IX 14x20.....15 15	<b>AMMUNITION.</b>	Single Bitted (without handles).	Jennings Pattern .....Net
IXX 14x20.....16 40	Shells, Loaded, Peters.	Plumbs, 4 1/4-lb. ....19 50	Ford Car.....List plus 5%
IXXX 14x20.....17 70	Loaded with Black Powder, 18%	Double Bitted (without handles).	Ford's Ship....." 5%
IXXXX 14x20.....19 00	Loaded with Smokeless Powder .....18%	Plumbs, 4 1/4-lb. ....23 50	Irwin .....35%
IC 20x28.....26 20	Winchester.	<b>BAGS, PAPER, NAIL.</b>	Russell Jennings.....plus 20%
IX 20x28.....30 30	Smokeless Repeater Grade, 15%	Pounds ... 10 16 20 25	Clark's Expansive .....33 1/4%
IXX 20x28.....32 80	Smokeless Leader Grade...15%	Per 1,000...\$5 00 6 50 7 50 9 00	Steer's "Small list, \$22 00..5%
IXXX 20x28.....35 40	Black Powder .....15%	<b>BALANCES, SPRING.</b>	" "Large " \$26 00..5%
IXXXX 20x28.....38 00	U. M. C.	Sight Spring.....Net	Irwin Car.....35%
<b>COKE PLATES</b>	Nitro Club.....18%	Straight .....Net	Ford's Ship Auger pattern Car .....List plus 5%
Cokes, 180 lbs.... 20x28 \$17 50	Arrow .....18%	<b>BARS, WRECKING</b>	Center .....10%
Cokes, 200 lbs.... 20x28 18 00	New Club.....18%	V. & B. No. 12.....\$0.45	Countersink.
Cokes, 214 lbs.... IC 20x28 18 30	Gun Wads—per 1000.	V. & B. No. 24.....0.75	No. 18 Wheeler's...per doz. \$2 25
Cokes, 270 lbs.... IX 20x28 20 30	Winchester 7-8 gauge 10&7 1/4%	V. & B. No. 324.....0.80	No. 20 " " " 3 00
<b>BLUE ANNEALED SHEETS.</b>	" 9-10 gauge 10&7 1/4%	V. & B. No. 30.....0.85	American Snailhead " 1 75
Base .....per 100 lbs \$4 68	" 11-28 gauge 10&7 1/4%	V. & B. No. 330.....0.90	" Rose....." 2 00
<b>ONE PASS COLD ROLLED BLACK.</b>	<b>Powder.</b>	<b>BASKETS.</b>	" Flat....." 1 40
No. 18-20.....per 100 lbs. \$5 55	DuPont's Sporting, kegs..\$11 25	Clothes.	Mahew's Flat...." 1 60
No. 22-24.....per 100 lbs. 5 60	" " 1/4 kegs 3 10	Small Willow....per doz. 15 00	" Snail....." 1 90
No. 26.....per 100 lbs. 5 65	DuPont's Canisters, 1-lb.. 56	Medium Willow.. " 17 00	Dowel.
No. 27.....per 100 lbs. 5 70	" " kegs.. 22 00	Large Willow.... " 20 00	Russel Jennings.....plus 20%
No. 28.....per 100 lbs. 5 75	" " 1/4 kegs... 5 75	Galvanized. 1 bu. 1 1/2 bu.	Gimlet.
No. 29.....per 100 lbs. 5 85	Hercules "E.C.", kegs.....22 50	Per doz.....\$16 05 \$18 72	Standard Double Cut Gross \$8 40
<b>GALVANIZED.</b>	Hercules "Infallible", 25-can drums .....22 00	<b>BEATERS.</b>	Nail Metal Single Cut .....Gross \$4 00—\$5 00
No. 16.....per 100 lbs. \$6 35	Hercules "Infallible", 10 can drums .....9 00	Carpet. Per doz.	Reamer.
No. 18-20.....per 100 lbs. 6 50	Hercules "E.C." and "Infal- lible", canisters .....1 00	No. 7 Tinned Spring Wire..\$1 10	Standard Square.....Dox. 2 50
No. 22-24.....per 100 lbs. 6 65	Hercules W. A. 30 Cal. Rifle, canisters .....1 25	No. 8 Spring Wire Cop- pered .....1 50	American Octagon... " 2 50
No. 26.....per 100 lbs. 6 80	Hercules Sharpshooter Rifle, canisters .....1 25	No. 9 Preston.....1 75	Screw Driver.
No. 27.....per 100 lbs. 6 95	Hercules Bullseye Revolver, canisters .....1 00	<b>EGG.</b>	No. 1 Common.....40
No. 28.....per 100 lbs. 7 10	<b>ANVILS</b>	No. 50 Imp. Dover.....\$1 10	No. 25 Stanley.....75
No. 30.....per 100 lbs. 7 60	Solid Wrought.....23 & 2 3/4 per lb.	No. 102 " " Tinned 1 35	<b>BLADES, SAW.</b>
<b>BAR SOLDER</b>	<b>ASBESTOS.</b>	No. 150 " " hotel 2 10	Wood.
Warranted,	Paper up to 1/16.....10c per lb.	No. 10 Heavy hotel tinned 2 10	Disston 30-in.
50-50 .....per 100 lbs. \$24 00	Millboard 3/32 to 1/4...10 1/2c per lb.	No. 13 " " " 3 30	Nos. ....6 66 26
Commercial,	Corrugated Paper, (250 sq. ft.).....\$6.50 per 100 lbs.	No. 15 " " " 3 60	\$9 45 \$10 05 \$9 45
45-55.....per 100 lbs. 22.00	Rollboard .....11c per lb.	No. 18 " " " 4 50	<b>BLOCKS.</b>
Plumbers'.....per 100 lbs. 20.00	<b>AUGERS.</b>	<b>Hand.</b>	Wooden .....20%
<b>ZINC.</b>	Boring Machine .....40 @ 40&10%	8 9 10 12	Patent .....20%
In Slabs .....\$5 50	Carpenter's Nut.....50%	Per doz.\$11 50 13 00 14 75 18 00	<b>BOARDS.</b>
<b>SHEET ZINC.</b>	Hollow.	<b>Moulders'.</b>	Stove. Per doz.
Cask lots .....13c	Bonney's .....per doz. 30 00	12-inch .....Per doz. 20 00	24x24 .....13 65
Less than cask lots.....13 1/4-13 1/2c	Post Hole.	<b>Call.</b>	26x26 .....16 05
<b>COPPER.</b>	Iwan's Post Hole and Well...30%	3-inch Nickeled Rotary Bell, Bronzed base....per doz. \$5 50	28x28 .....18 55
Copper Sheet, mill base....\$ .21	Vaughan's, 4 to 9 in. .....per doz. \$14.00	Cow.	30x30 .....21 80
<b>LEAD.</b>	Ship.	Kentucky .....30%	32x32 .....25 50
American Pig .....\$5 00	Ford's .....Net	<b>Door.</b>	36x36 .....30 50
Bar .....5 75	<b>AWLS.</b>	New Departure Automatic \$7 50	<b>Wash.</b>
Sheet.	Brad.	Rotary.	No. 760, Banner Globe, (single) .....per doz. \$5 25
Full coils .....per 100 lbs. \$8.50	No. 3 Handled....per doz. \$0.65	3 -in. Old Copper Bell... 6 00	No. 652, Banner Globe, (single) .....per doz. 6 75
Cut coils .....per 100 lbs. 8.75	No. 1050 Handled " 1 40	3 -in. Old Copper Bell, fancy .....8 00	No. 801, Brass King per doz. 8 25
<b>TIN.</b>	Patent asst'd, 1 to 4 " 85	3 -in. Nickeled Steel Bell 6 00	No. 860, Single—Plain Pump .....6 25
Pig tin .....35 1/2c	<b>Harness.</b>	3 1/2-in. Nickeled Steel Bell 6 50	<b>BOLTS.</b>
Bar tin .....37 1/2c	Common .....1 05	<b>Hand.</b>	Carriage, cut thread, 1/2 x 6 and sizes smaller and shorter .....30-10%
	Patent .....1 00	Hand Bell polished List plus 15%	Carriage, sizes larger and longer than 1/2 x 6.....20-10-5%
	<b>Peg.</b>	White Metal.....15%	Machine, 1/2 x 4 and sizes smaller and shorter....40-5%
	Shouldered .....1 60	Nickel Plated.....5%	Machine, sizes larger and longer than 1/2 x 4.....30-5%
	Patented .....75	Swiss .....10%	Stove .....60-10%
		<b>Miscellaneous.</b>	Tire .....40-10%
		Church and School, steel alloys .....30%	<b>Wortise, Door.</b>
		Farm, lbs...40 50 75 100	Gem, iron.....5%
		Each ....\$3 00 3 75 5 50 7 25	Gem, bronze plated.....5%